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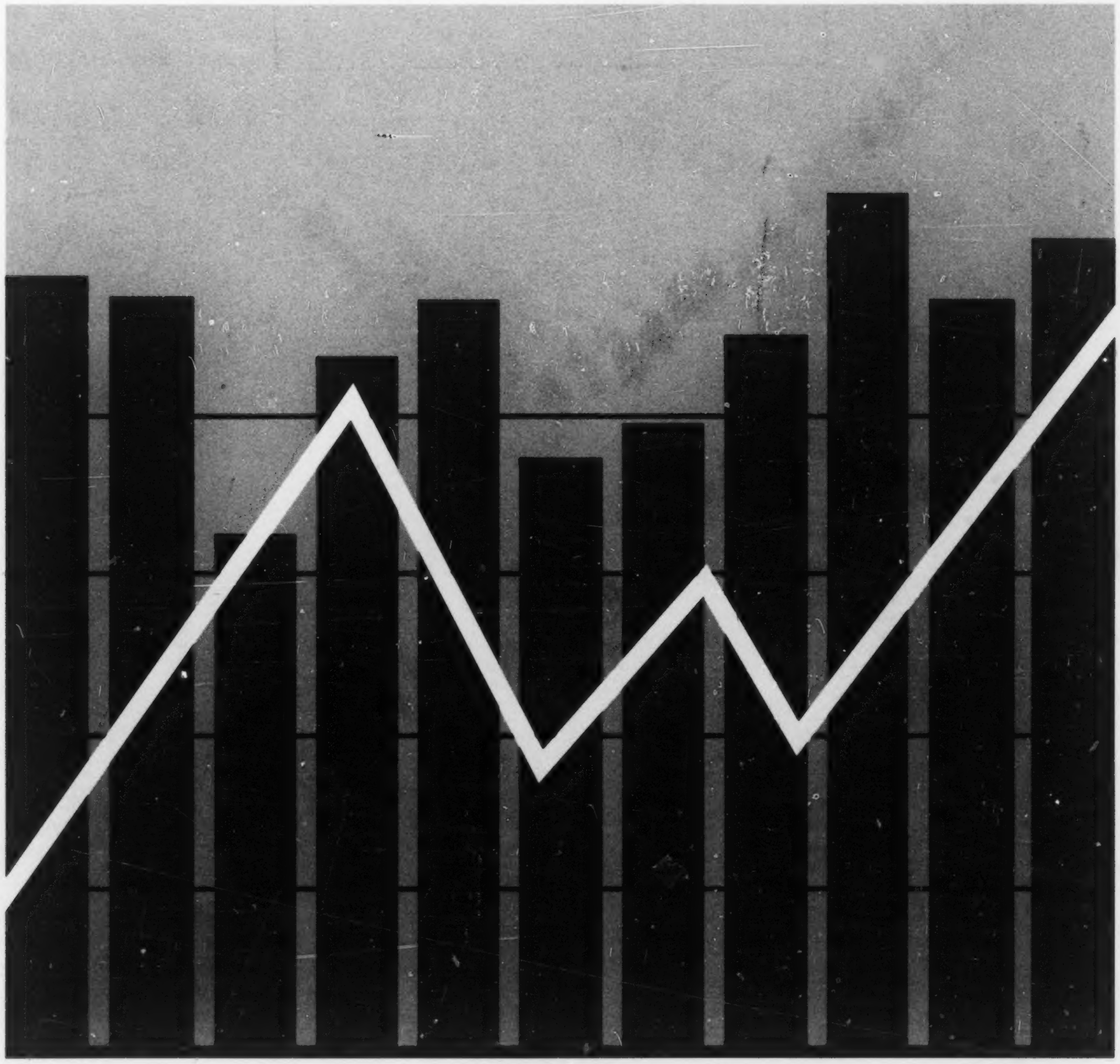
1985 Magazine Trend Report

Five-year circulation and advertising rate trends
of 133 U.S. and 56 Canadian magazines.



Audit Bureau of Circulations

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ABC Magazine Trend Report
1980-1984

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FOREWORD

PURPOSE. The 1985 ABC Magazine Trend Report is published primarily for advertisers, advertising agencies and publishers interested in objective information on a large number of ABC-audited magazines.

This report includes circulation and advertising rate data for 133 U.S. and 56 Canadian ABC magazine members. The data in this edition have been compiled for the five year period from 1980-1984. U.S. magazines are grouped according to general interest categories which correspond to the publications' main listing in Standard Rate & Data's Consumer Magazine edition. The Canadian magazines are listed in two sections - English and French - and grouped according to general interest categories which correspond to the publications' main listing in Canadian Advertising Rates & Data.

CRITERIA. To be included in this report, a U.S. magazine must have an ABC-audited average paid circulation of at least 300,000 and an annual advertising revenue of at least $1,000,000. Canadian magazines must be ABC members.

PUBLICATIONS. The 1985 Edition includes seven new U.S. and eight new Canadian magazine listings:

New U.S. Publications	**New Canadian Publications**
*Consumers Digest	*Almanach du Peuple Beauchemin
*Family Computing	*Canadian Business
50 Plus	*Coup de Peigne
Jet	*Coup de Pouce
Michigan Living	*Les Idees de Ma Maison
New Woman	*M
*Savvy	*Outdoor Canada
	*La Semaine

Previously listed publications not included in this edition are: Cuisine and Marvel Comics Group (U.S.), and The Freemason (Canada).

DATA FOR EACH MAGAZINE INCLUDES:

Average paid circulation
Percent of subscription and single copy sales
Total subscription sales
Subscription and single copy prices, with percent discount
Advertising page rates - black & white and four color
Cost per page per thousand circulation
Advertising Rate Base/Circulation Guarantee

In addition to the data provided on individual publications, indices are provided for each of the classifications. These tables use 1980 as the base year (if available) and show percentage changes for each subsequent year for the first four data items.

*See Special Notes - Page 7

FOREWORD (cont.)

EXPLANATION OF DATA ITEMS AND SOURCES.

Average Paid Circulation. This figure, rounded to the nearest hundred, is a weighted average determined from Average Total Paid Circulation reported in Paragraph 1 of June and December Publisher's Statements and/or Initial Audit Reports (see Special Notes, page 7).

Percentage Subscription/Newsstand. Determined from same information used for Average Paid Circulation (above).

Total Subscriptions Sold. This figure, rounded to the nearest hundred, is the sum of the Totals reported in Paragraphs 3-6 of June and December statements.

Percentage by Mail-Dir. Determined by dividing the sum of lines 5a. from June and December statements by Total Subscriptions Sold (above).

Percentage at Basic Rates. Determined by dividing the sum of lines 3a., 3b. and 3d. from June and December statements by Total Subscriptions Sold (above). NOTE: To maintain comparability with the data shown in previously issued ANA reports, all subscriptions sold at prices other than those reported as being sold at "lower than basic prices" have been included in the calculation of the "%@Basic Rates." Accordingly, subscriptions sold at "higher than basic prices" and those sold at "association subscription prices" are included in the percentage of subscriptions sold at basic rates.

Percentage 1-3 Years. Determined by dividing the sum of lines 4c. from June and December statements by Total Subscriptions Sold (above).

Single Copy Price/1 Yr. Sub. Price/% Disc. Information is taken from the December 31st reports of each year and reflect information in effect as of December 31st of each year. All prices shown reflect those noted as "Basic." The percent discount is based on the difference between the one year subscription price versus the single copy price multiplied by the total number of issues for the year.

Advertising Rates. For U.S. publications, the four color and black & white rates shown are those reported in effect as of December 31 of each year, based on Standard Rate and Data Services' Consumer Magazine issues. The advertising rates for Canadian publications were compiled from January 1981-1985 issues of Canadian Advertising Rates & Data.

Cost per Thousand. Determined by dividing the advertising rate by the average paid circulation and multiplying by 1,000.

Rate Base/Circulation Guarantee. Information on each publication's advertising rate base/circulation guarantee was obtained from released ABC Audit Reports. The abbreviation "N.C." (none claimed) appears for any year a publication may not have reported a rate base/circulation guarantee.

FUTURE EDITIONS. The next edition of this report will incorporate 1985 data. Suggestions for making future editions more useful are welcomed.

GENERAL INFORMATION RELATING TO CIRCULATION METHODS USED BY PUBLISHERS

Audit Bureau of Circulations (ABC) reports provide quantitative facts on circulation, not qualitative measures of the relative merits of circulation methods. However, ABC figures provide a basis for questions to publishers regarding the use of various channels of distribution and selling techniques.

The publisher's selection of circulation sources is based primarily on the economics of each source for the particular publication, its long-range and short-range effects on the publication and over-all circulation objectives.

The following may be helpful in attaining a better understanding of the various channels of distribution used by magazine publishers and reported on in ABC Publisher's Statements and Audit Reports.

A. Single Copy Sales (Paragraph 1)

Single-copy sales are obtained through newsdealers, supermarkets, drugstores, confectionery stores, tobacco shops, hotels and other retail outlets. It has been stated that although the continuity of purchase of a magazine in this manner is more likely to be on an irregular basis, the act of buying is generally believed to indicate strong interest in the magazine purchased.

At the same time, special interest publications and others may place less emphasis on the importance of having single-copy circulation because of inherent marketing factors for reaching target audiences in the most economical manner.

Bulk and all other. This circulation is explained in Paragraph 11 of ABC reports. Normally such circulation includes multiple-copy sales of an individual issue to a single source and may be a part of a promotion program by the bulk purchaser.

B. Channels of Subscription Sales (Paragraph 5)

(a) Ordered by mail and/or direct request.

Usually this method of subscription procurement is considered by many publications to be the most important and profitable method of obtaining renewal subscriptions. It is frequently claimed that this is the largest source of new subscriptions and often represents the greatest number of subscription sales reported by ABC member magazines.

Using this method of subscription procurement, publishers can to a large extent direct their subscription promotion efforts to specific markets or prospects of predetermined and known characteristics. Renewals are generally solicited by mail and many publishers believe that new subscriptions "ordered by mail and/or direct request" produce a higher renewal rate.

Since it is considered difficult to utilize individualized sales approaches for this method of subscription solicitations, especially for new business, offers frequently include short-term "introductory" subscriptions at a special price, long-term subscriptions at substantial savings, or "sweepstakes" offers. Apparently, the use of combination offers or the offer of premiums are less frequently used as a procurement method for this type of subscription.

(b) Ordered through salespeople.

1. *Catalog agencies and individual agents.* The bulk of the subscription production from this source is generally in the form of institutional orders for schools, libraries, etc. Often this kind of business is solicited on a bid basis for magazine lists preselected by the institution. Copies sold through this source would seem more likely to have high multiple readership.
2. *Publisher's own and other publishers' salespeople and -*
3. *Independent agencies' salespeople.* Field selling staffs may be directly supervised by publisher personnel or they may be independently owned and operated. They may opt to sell on a direct contact basis or they may be sponsored by a local civic or charitable organization.

Field selling staffs are usually composed of "professionals" who depend on selling subscriptions as their livelihood. In order to validate that the sales staff of these agencies conform to the policies of the agency and/or publisher and the rules under which they are authorized (which might stipulate no sympathy appeals, full payment of the authorized price under the payment plan authorized, proper use of premiums or combinations, etc.), many publishers endeavor to verify a percentage of the orders by mail and/or field surveys and supervision.

It is generally felt that abuses in this type of selling are less frequent today than in the past. This can be attributed to the efforts of the Magazine Publishers Association, the Federal Trade Commission and individual publishers.

It is considered normal practice for field selling staffs, whether publisher-owned or independent, sponsored or unsponsored, to receive a higher commission rate than independent agents or subagents of catalog agencies. This could be either in the form of cash bonuses or lower remitting rates.

4. *Newspaper agencies.* Practically all subscriptions received through this channel are sold in combination with newspapers. It is customary to have one specified newspaper included in every combination offer. The combination usually will include several magazines, selected by the subscribers.

   Sales are made by the newspapers' carrier staffs or through a mail solicitation effort conducted by the newspaper.

5. *Members of schools, churches, fraternal and similar organizations.* Sales in this category differ from the sponsored sales of field staffs in that the sale is made by members of the school, church or other organization rather than by a professional salesperson.

   Generally, the student or organization member sells from a brochure listing many different titles. While friendship or a willingness to help out a good cause may enter into the decision to purchase, in entering into such a sale the customer nonetheless selects the magazine or magazines of their choice from the list.

(c) Association memberships.

Subscription prices of magazines issued by associations are often included in the annual dues and are non-deductible from those dues. In these cases the publisher usually has control over selling methods. The subscriber does not have the choice of free selection.

Some associations permit the member to deduct the price of a subscription to the publication from the dues. In these instances the subscriber makes the choice when joining the association or renewing the membership.

In either case, the method is explained in ABC reports, Paragraph 11 - Explanatory.

(d) All other channels.

When production is generated from other channels, these other channels are described in Paragraph 11.

C. Other Factors Influencing Circulation

Use of Premiums (Paragraph 6)

Premiums given with magazine subscriptions may be "free" to the subscriber, in that no additional charge is made for the premium, or an additional charge may be made for the premium. ABC rules require that such sales be properly reported.

One type of premium frequently used is a book containing the same general kinds of material as in the magazine. This is a "related" premium and usually indicates reader appeal in the subject matter appearing in the publication.

The second type of premium often used is "unrelated" to the magazine. Use of this kind of premium may have a significant influence on the subscription purchase.

The ABC rule on premiums requires that in order for the subscription to qualify as paid, the amount paid by the subscriber must equal the full value of the premium, plus not less than 50 percent of the basic subscription price of the publication for terms of one year or less. For terms of more than one year, it must be at least 50% of the pro rata of the basic annual prices for the term of the order. The value of the premium is either determined by a stated value or one based on cost plus 25 percent. The highest figure is the one used.

Duration of Subscriptions Sold (Paragraph 4)

While for many years it was considered to the publisher's advantage to obtain original and renewal subscriptions for as long a period as possible, the effect of current inflationary trends on postage and production costs is such that many publishers prefer to limit the number of long-term subscriptions and their long-term obligation at current prices.

At the other end of the scale, short-term subscriptions of less than one year's duration are generally considered worthwhile to the publisher only if they can be converted to longer-term renewals or to meet specified short-term circulation objectives.

Long-term subscriptions are frequently obtained through field staff solicitations while shorter "introductory" offers are usually associated with direct mail new business offers. The relative worth of one year subscriptions vs. two, three years or more, from a readership and responsiveness standpoint is subject to differing evaluations.

Post Expiration Copies (Paragraph 7)

Some publishers follow a policy terminating subscriptions promptly at expiration. Others consider serving additional copies past the expiration date as a good method of obtaining renewals and assuring continuity of service to the subscriber.

If copies are served consecutively without missing an issue, ABC rules permit including the copies served beyond expiration in paid circulation up to three months for domestic and six months for foreign subscriptions, providing at least 50 percent of the basic annual subscription price was paid originally. Subscriptions carried as post expiration copies beyond the specified period must be omitted from the paid circulation count.

Cost of Obtaining Circulation

Data on the costs of circulation acquisition do not appear in ABC reports as they represent confidential and internal operating costs of the publisher. Questions to publishers may sometimes elicit considerable information on costs, but such figures may be difficult to analyze and to compare unless it is known what factors may be included or excluded.

It is generally agreed that high-cost circulation is usually poor economics for the publisher over the long run; it may represent a poor investment for the reader if editorial quality is impaired to support it; and a poor buy for the advertiser if it does not produce interested and responsive readers.

At the same time, the cost of circulation acquisition should be considered in terms of the overall life of the subscription. Some subscription sources may have an initially higher cost or involve considerable investment by the publisher, but will represent more economical or low-cost circulation to the publisher over the long run because of a high renewal performance.

SPECIAL NOTES

Not all of the publications included in this report were magazine members of ABC during the entire period of 1980 through 1984. As only ABC circulation data were used, no information has been shown in the report for those years that the publication did not hold ABC magazine membership.

The following information pertains to those magazines not having trend data for the full five year period covered by this report.

U.S. PUBLICATIONS:

American Health-Fitness of Body and Mind - Initial Audit covered the six-month period ended June 30, 1982.

The American Hunter - Initial Audit covered the six-month period ended June 30, 1981.

The American Rifleman - Initial Audit covered the six-month period ended June 30, 1981.

Consumers Digest - Initial Audit covered the six-month period ended June 30, 1981.

Country Living - Initial Audit covered the six-month period ended December 31, 1980.

Discover - Initial Audit covered the three-month period ended December 31, 1980.

Family Computing - Initial Audit covered the six-month period ended December 31, 1983.

High Technology - Initial Audit covered the six-month period ended December 31, 1982.

Home Magazine - Initial Audit covered the six-month period ended June 30, 1981.

Inc. - Initial Audit covered the three-month period ended June 30, 1980.

Modern Maturity - Initial Audit covered the six-month period ended June 30, 1980.

Motorland - Initial Audit covered the six-month period ended December 31, 1980.

Muscle & Fitness - Initial Audit covered the six-month period ended December 31, 1980.

New Shelter - Initial Audit covered the six-month period ended June 30, 1980.

Organic Gardening - Initial Audit covered the six-month period ended June 30, 1980.

Savvy - Initial Audit covered the six-month period ended December 31, 1980.

Science 84 - Initial Audit covered the six-month period ended June 30, 1980.

Shape - Initial Audit covered the six-month period ended December 31, 1981.

CANADIAN PUBLICATIONS:

Almanach du Peuple Beauchemin - Initial Audit covered the 1984 Edition.

Atlantic Insight - Figures are not shown for calendar year 1982 as publication was under voluntary temporary suspension of report service.

Canadian Business - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for Canadian Business, effective with the Publisher's Statement covering the period ended June 30, 1984.

Canadian Workshop - Initial Audit covered the six-month period ended December 31, 1980.

Canadian Yachting Power & Sail - Initial Audit covered the six-month period ended December 31, 1980.

SPECIAL NOTES (cont.)

City & Country Home - Initial Audit covered the six-month period ended December 31, 1982.

Clin D'Oeil - Initial Audit covered the six-month period ended December 31, 1980.

Computing Now! - Initial Audit covered the three-month period ended June 30, 1983.

Coup de Peigne - Initial Audit covered the six-month period ended December 31, 1983.

Coup de Pouce - Initial Audit covered the six-month period ended June 30, 1984.

Croc - Initial Audit covered the six-month period ended December 31, 1980.

Electronics Today International - Initial Audit covered the six-month period ended December 31, 1980.

Equinox-The Magazine of Canadian Discovery - Initial Audit covered the six-month period ended June 30, 1982.

Filles D'Aujourd'Hui - Initial Audit covered the six-month period ended June 30, 1981.

The Financial Post - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for The Financial Post effective with the Publisher's Statement covering the period ended June 30, 1983.

Financial Times of Canada - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for the Financial Times of Canada effective with the Publisher's Statement covering the period ended December 31, 1983.

Les Idees de Ma Maison - Initial Audit covered the six-month period ended December 31, 1983.

M - Initial Audit covered the six-month period ended December 31, 1983.

Marie-Pier - Initial Audit covered the six-month period ended December 31, 1982.

Outdoor Canada - Initial Audit covered the six-month period ended December 31, 1983.

Pacific Yachting - Initial Audit covered the six-month period ended June 30, 1981.

Photo Life - Initial Audit covered the six-month period ended December 31, 1982.

Sel et Poivre - Initial Audit covered the six-month period ended December 31, 1981.

La Semaine - Initial Audit covered the six-month period ended December 31, 1983.

Sentier Chasse-Peche - Initial Audit covered the six-month period ended December 31, 1980.

ALPHABETICAL LISTING OF U.S. PUBLICATIONS

Publication	Classification
*American Health-Fitness of Body and Mind	Health
*American Hunter, The	Fishing & Hunting
American Legion Magazine, The	Fraternal, Clubs & Associations
*American Rifleman, The	Fishing & Hunting
Americana	Home Service & Home
Architectural Digest	Home Service & Home
Atlantic Monthly	General Editorial
Better Homes & Gardens	Home Service & Home
Blair & Ketchum's Country Journal	Home Service & Home
Bon Appetit	Epicurean
Boys' Life	Youth
Bride's	Brides, Bridal
Business Week	Business & Finance
Car Craft	Automotive
Car and Driver	Automotive
Changing Times	General Editorial
Colonial Homes	Home Service & Home
*Consumers Digest	General Editorial
Cosmopolitan	Women's
*Country Living	Home Service & Home
Cycle World	Motorcycle
*Discover	Science
Ebony	General Editorial
Elks Magazine, The	Fraternal, Clubs & Associations
Esquire Magazine	Men's
Essence	Women's
Family Circle	Women's
*Family Computing	Computers
Family Handyman, The	Home Service & Home
Field & Stream	Fishing & Hunting
50 Plus	Senior Citizens
Flower & Garden Magazine	Gardening
Food & Wine, Guide to Good Taste, The	Epicurean
Forbes	Business & Finance
Fortune	Business & Finance
Games	Crafts, Games, Hobbies & Models
GQ-Gentlemen's Quarterly	Men's
Glamour	Women's Fashions, Beauty & Grooming
Golf Digest	Sports
Golf (Incorporating Golfing)	Sports
Good Housekeeping	Women's
Gourmet	Epicurean
Grit	General Editorial
Guns & Ammo	Fishing & Hunting
Harper's Bazaar	Women's Fashions, Beauty & Grooming
Health	Health
High Fidelity	Music
*High Technology	Business & Finance
*Home Magazine	Home Service & Home
Home Mechanix	Mechanics & Science
Homeowner, The	Home Service & Home
Hot Rod	Automotive
House Beautiful	Home Service & Home
House & Garden	Home Service & Home
*Inc.	Business & Finance
Jet	News-Weeklies
Ladies' Home Journal	Women's
Life	General Editorial
Mademoiselle	Women's Fashions, Beauty & Grooming
McCall's	Women's
Metropolitan Home	Home Service & Home
Michigan Living	Travel
Modern Bride	Brides, Bridal
*Modern Maturity	Senior Citizens
Modern Photography	Photography
Money	General Editorial
Mother Earth News	General Editorial
Motor Trend	Automotive
*Motorland	Travel
Ms. Magazine	Women's
*Muscle & Fitness	Sports
National Geographic Magazine	General Editorial
National Lampoon	Men's
Nation's Business	Business & Finance
Natural History	Science
*New Shelter	Home Service & Home
New Woman	Women's
New York Magazine	News-Weeklies
New Yorker, The	General Editorial
Newsweek	News-Weeklies
Omni	Science
1,001 Home Ideas	Home Service & Home
*Organic Gardening	Gardening
Outdoor Life	Fishing & Hunting
Parents	Women's
Penthouse	Men's
People Weekly	News-Weeklies
Playboy	Men's
Popular Mechanics	Mechanics & Science
Popular Science	Mechanics & Science
Prevention	Health
Psychology Today	General Editorial
Reader's Digest	General Editorial
Redbook	Women's
Road & Track	Automotive
Rolling Stone	Music
Saturday Evening Post	General Editorial
*Savvy	Business & Finance
Science Digest	Science
*Science 84	Science
Self	Women's
Seventeen	Women's
*Shape	Women's
Signature	Travel
Ski (Incorporating Ski Life)	Sports
Smithsonian	General Editorial
Soap Opera Digest	Women's
Southern Living	Home Service & Home
Sport	Sports
Sporting News, The	News-Weeklies
Sports Afield	Fishing & Hunting
Sports Illustrated	News-Weeklies
Star, The	General Editorial
Sunset	Home Service & Home
Teen	Women's
Tennis	Sports
Time	News-Weeklies
Town & Country	General Editorial
Trailer Life	Campers, RV, Mobile Homes & Trailers
Travel & Leisure	Travel
True Story	Women's
TV Guide	News-Weeklies
Us	News-Biweeklies, Semi-Monthlies
U.S. News & World Report	News-Weeklies
Vogue	Women's Fashions, Beauty & Grooming
Weight Watchers	Epicurean
Woman's Day	Women's
Workbasket, The	Women's
Workbench	Home Service & Home
Working Mother	Women's
Working Woman	Women's
World Tennis	Sports
Yankee	General Editorial

*See Special Notes - Page 7

U.S. PUBLICATIONS BY CLASSIFICATION

Automotive
- Car Craft
- Car and Driver
- Hot Rod
- Motor Trend
- Road & Track

Brides, Bridal
- Bride's
- Modern Bride

Business & Finance
- Business Week
- Forbes
- Fortune
- *High Technology
- *Inc.
- Nation's Business
- *Savvy

Campers, RV, Mobile Homes & Trailers
- Trailer Life

Computers
- *Family Computing

Crafts, Games, Hobbies & Models
- Games

Epicurean
- Bon Appetit
- Food & Wine, The Guide to Good Taste
- Gourmet
- Weight Watchers Magazine

Fishing & Hunting
- *American Hunter, The
- *American Rifleman, The
- Field & Stream
- Guns & Ammo
- Outdoor Life
- Sports Afield

Fraternal, Clubs & Associations
- American Legion Magazine, The
- Elks Magazine, The

Gardening
- Flower & Garden Magazine
- *Organic Gardening

General Editorial
- Atlantic Monthly
- Changing Times
- *Consumers Digest
- Ebony
- Grit
- Life
- Money
- Mother Earth News, The
- National Geographic Magazine, The
- New Yorker, The

General Editorial (cont.)
- Psychology Today
- Reader's Digest
- Saturday Evening Post, The
- Smithsonian
- Star, The
- Town & Country
- Yankee

Health
- *American Health-Fitness of Body & Mind
- Health
- Prevention

Home Service & Home
- Americana
- Architectural Digest
- Better Homes and Gardens
- Blair & Ketchum's Country Journal
- Colonial Homes
- *Country Living
- Family Handyman, The
- *Home Magazine
- Homeowner, The
- House Beautiful
- House & Garden
- Metropolitan Home
- *New Shelter
- 1,001 Home Ideas
- Southern Living
- Sunset
- Workbench

Mechanics & Science
- Home Mechanix
- Popular Mechanics
- Popular Science

Men's
- Esquire Magazine
- GQ-Gentlemen's Quarterly
- National Lampoon
- Penthouse
- Playboy

Motorcycle
- Cycle World

Music
- High Fidelity
- Rolling Stone

News-Weeklies
- Jet
- New York Magazine
- Newsweek
- People Weekly
- Sporting News, The
- Sports Illustrated
- Time-The Weekly News Magazine
- TV Guide
- U.S. News & World Report

News-Biweeklies, Semi-Monthlies
- Us

Photography
- Modern Photography

Science
- *Discover
- Natural History
- Omni
- Science Digest
- *Science 84

Senior Citizens
- 50 Plus
- *Modern Maturity

Sports
- Golf Digest
- Golf (Incorporating Golfing)
- *Muscle & Fitness
- Ski (Incorporating Ski Life)
- Sport
- Tennis
- World Tennis

Travel
- Michigan Living
- *Motorland
- Signature
- Travel & Leisure

Women's
- Cosmopolitan
- Essence
- Family Circle
- Good Housekeeping
- Ladies' Home Journal
- McCall's
- Ms. Magazine
- New Woman
- Parents
- Redbook
- Self
- Seventeen
- *Shape
- Soap Opera Digest
- 'Teen
- True Story
- Woman's Day
- Workbasket
- Working Mother
- Working Woman

Women's Fashions, Beauty & Grooming
- Glamour
- Harper's Bazaar
- Mademoiselle
- Vogue

Youth
- Boys' Life

*See Special Notes - Page 7

INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

Automotive

CAR CRAFT

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	427.3	53.1	46.9	276.1	75.9	25.0	91.7	1.75	11.94	43.1	12	6700	15.68	10720	25.09	400.0
1983	400.1	47.7	52.3	225.7	75.0	26.1	94.1	1.75	11.94	43.1	12	6400	16.00	10240	25.59	400.0
1982	400.6	44.1	55.9	154.5	78.6	27.9	96.2	1.50	11.94	33.7	12	5600	13.98	8960	22.37	400.0
1981	428.9	46.1	53.9	181.2	79.5	34.8	98.3	1.50	11.94	33.7	12	5000	11.66	8000	18.65	400.0
1980	423.8	45.8	54.2	212.8	78.0	30.7	97.1	1.50	11.94	33.7	12	4500	10.62	7200	16.99	375.0

CAR AND DRIVER

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	854.3	71.7	28.3	518.3	73.8	29.7	83.1	2.25	16.98	37.1	12	22995	26.92	35410	41.45	900.0
1983	800.3	70.0	30.0	545.2	73.5	25.2	83.0	2.25	12.98	51.9	12	18760	23.44	28890	36.10	775.0
1982	734.6	71.4	28.6	454.2	70.9	26.5	81.7	1.50	11.98	33.4	12	16455	22.40	25340	34.49	725.0
1981	727.1	72.4	27.6	405.2	68.4	23.6	79.2	1.50	11.98	33.4	12	15450	21.25	23795	32.73	725.0
1980	722.9	72.1	27.9	413.7	70.4	20.0	82.5	1.95	11.98	48.8	12	13855	19.17	21355	29.54	725.0

HOT ROD

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	860.2	64.6	35.4	550.8	76.0	29.6	93.3	1.75	11.94	43.1	12	13400	15.58	21440	24.92	800.0
1983	800.3	61.6	38.4	602.8	77.2	26.2	94.0	1.75	11.94	43.1	12	12750	15.93	20400	25.49	800.0
1982	791.6	59.1	40.9	437.7	72.0	52.1	90.8	1.75	11.94	43.1	12	12750	16.11	20400	25.77	850.0
1981	856.7	60.0	40.0	402.1	75.4	64.9	97.2	1.50	11.94	33.7	12	11475	13.39	18360	21.43	850.0
1980	910.6	62.1	37.9	456.3	72.0	55.8	94.6	1.50	11.94	33.7	12	10200	11.20	16320	17.92	850.0

MOTOR TREND

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	767.8	71.9	28.1	504.4	74.8	36.5	87.5	2.00	11.94	50.3	12	16125	21.00	25800	33.60	750.0
1983	770.1	70.5	29.5	493.1	76.6	31.0	88.2	1.75	11.94	43.1	12	14815	19.24	23705	30.78	750.0
1982	744.3	72.0	28.0	436.2	78.9	20.1	87.6	1.50	11.94	33.7	12	13690	18.39	21905	29.43	750.0
1981	757.6	75.0	25.0	439.0	77.3	17.1	91.1	1.50	11.94	33.7	12	12375	16.33	19800	26.14	750.0
1980	755.5	73.3	26.7	495.1	71.2	19.1	86.7	1.50	11.94	33.7	12	12375	16.38	19800	26.21	750.0

ROAD & TRACK

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	740.1	64.2	35.8	427.2	88.0	14.3	96.6	2.00	17.94	25.3	12	17190	23.23	27005	36.49	700.0
1983	727.9	63.8	36.2	500.0	84.9	13.5	95.1	1.75	17.94	14.6	12	15770	21.67	24775	34.04	700.0
1982	654.2	63.5	36.5	437.9	82.2	16.2	94.5	1.75	15.94	24.1	12	13825	21.13	21720	33.20	675.0
1981	632.0	62.3	37.7	392.9	81.8	24.7	95.1	1.75	15.94	24.1	12	11945	18.90	18775	29.71	630.0
1980	596.1	57.4	42.6	367.1	80.7	20.0	94.4	1.75	15.94	24.1	12	10665	17.89	16765	28.12	630.0

Brides, Bridal

BRIDE'S

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	371.5	10.4	89.6	32.7	76.9	17.5	93.8	3.50	12.00	42.9	6	13660	36.77	17000	45.76	N.C.
1983	361.2	11.0	89.0	54.0	84.6	3.7	98.4	3.50	12.00	42.9	6	12420	34.39	15450	42.77	N.C.
1982	370.2	8.3	91.7	45.3	85.0	4.9	96.9	3.00	12.00	33.3	6	11090	29.96	13800	37.28	N.C.
1981	344.2	8.4	91.6	33.2	83.8	2.7	96.6	2.50	12.00	20.0	6	9900	28.76	12320	35.79	N.C.
1980	330.9	9.0	91.0	31.1	79.4	7.5	93.6	2.00	12.00	0.0	6	9000	27.20	11200	33.85	N.C.

Brides, Bridal (cont.)

MODERN BRIDE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	330.5	11.4	88.6	73.7	80.5	11.0	35.2	3.50	15.00	28.6	6	13425	40.62	16785	50.79	N.C.
1983	331.9	9.9	90.1	44.9	77.3	46.0	34.4	3.50	12.00	42.9	6	12430	37.45	15540	46.82	N.C.
1982	335.3	11.7	88.3	44.7	61.7	24.2	98.8	3.00	12.00	33.3	6	11100	33.10	13875	41.38	N.C.
1981	308.7	12.5	87.5	53.6	57.6	13.4	92.1	2.50	12.00	20.0	6	9955	32.25	12445	40.31	N.C.
1980	300.7	9.4	90.6	44.7	64.6	13.6	99.0	2.50	12.00	20.0	6	9050	30.10	11310	37.61	N.C.

Business & Finance

BUSINESS WEEK

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	857.0	96.2	3.8	909.9	73.9	62.6	60.3	2.00	39.95	61.6	52	27636	32.25	36660	42.78	856.0
1983	852.8	96.2	3.8	880.6	71.7	63.4	65.9	2.00	39.95	60.8	51	25588	30.00	38896	45.61	848.0
1982	850.8	96.3	3.7	782.0	68.8	60.1	68.8	2.00	34.95	65.7	51	23120	27.17	35140	41.30	845.0
1981	842.4	96.4	3.6	772.5	60.4	63.1	71.6	1.75	34.95	60.8	51	20590	24.44	30885	36.66	840.0
1980	820.4	96.3	3.7	680.9	64.7	62.1	84.1	1.50	30.50	60.1	51	17400	21.21	26100	31.81	820.0

FORBES

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	726.2	95.1	4.9	565.1	86.5	74.8	45.1	3.00	39.00	55.2	29	20280	27.93	30800	42.41	715.0
1983	719.5	95.3	4.7	575.4	86.0	73.9	44.0	3.00	36.00	55.6	27	18500	25.71	28100	39.05	700.0
1982	710.9	96.0	4.0	599.5	88.0	73.7	36.8	2.50	33.00	49.2	26	16520	23.24	25090	35.29	700.0
1981	702.9	97.0	3.0	568.4	87.9	70.6	38.9	2.50	30.00	53.8	26	14540	20.69	22080	31.41	690.0
1980	692.1	97.5	2.5	621.0	90.0	51.4	32.7	2.00	27.00	48.1	26	13150	19.00	19960	28.84	690.0

FORTUNE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	710.0	95.7	4.3	802.7	80.8	51.8	50.9	3.00	39.00	50.0	26	23700	33.38	36020	50.73	690.0
1983	696.3	95.6	4.4	717.1	77.5	52.7	56.2	3.00	39.00	50.0	26	21740	31.22	33040	47.45	670.0
1982	677.3	95.8	4.2	747.3	81.5	55.9	74.3	3.00	36.00	53.8	26	19760	29.17	30040	44.35	670.0
1981	677.7	95.9	4.1	726.4	83.4	54.0	74.8	2.50	33.00	49.2	26	17960	26.50	27300	40.28	670.0
1980	676.6	96.1	3.9	765.3	84.9	74.7	75.5	2.50	30.00	53.8	26	16330	24.14	24830	36.70	670.0

HIGH TECHNOLOGY*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	305.5	89.9	10.1	542.2	93.3	23.5	92.3	2.00	21.00	12.5	12	9540	31.23	14310	46.84	300.0
1983	314.1	88.1	11.9	261.8	80.0	68.7	70.7	2.00	21.00	12.5	12	9000	28.65	13500	42.98	300.0
1982	309.1	86.0	14.0	266.8	53.5	86.6	82.1	2.00	7.50	37.5	6	7500	24.26	11250	36.40	300.0
1981																
1980																

INC.*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	526.3	93.6	6.4	1081.6	93.2	4.6	89.9	3.00	24.00	33.3	12	18940	35.99	24715	46.96	550.0
1983	425.9	93.3	6.7	789.5	96.3	46.9	82.9	3.00	21.00	41.7	12	15050	35.34	22575	53.01	450.0
1982	304.8	92.8	7.2	437.6	97.2	59.2	86.0	2.50	10.00	66.7	12	12500	41.01	18750	61.52	400.0
1981	249.1	93.5	6.5	366.3	96.1	28.4	93.3	2.00	18.00	25.0	12	11110	44.60	16665	66.90	N.C.
1980	216.9	93.4	6.6	209.8	99.5	26.2	95.9	2.00	18.00	25.0	12	9660	44.54	14010	64.59	400.0

*See Special Notes - Page 7

Business & Finance (cont.)

NATION'S BUSINESS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	863.5	99.9	0.1	781.3	1.1	99.3	99.8	2.25	22.00	18.5	12	15980	18.51	23980	27.77	850.0
1983	817.8	99.9	0.1	627.1	1.2	98.8	97.5	2.25	22.00	18.5	12	14800	18.10	21500	26.29	850.0
1982	840.7	100.0	0.0	507.6	0.2	93.1	99.1	2.25	22.00	18.5	12	16380	19.48	23750	28.25	1000.0
1981	1159.6	100.0	0.0	547.4	0.7	99.8	95.0	2.00	22.00	8.3	12	16380	14.13	23750	20.48	1100.0
1980	1268.9	100.0	0.0	740.9	0.5	94.4	55.7	2.00	22.50	6.3	12	15600	12.29	22600	17.81	1265.0

SAVVY*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	304.8	94.7	5.3	314.2	94.1	39.1	68.0	2.00	12.00	50.0	12	7150	23.46	10650	34.94	300.0
1983	295.6	95.5	4.5	313.3	89.7	57.0	77.9	2.00	12.00	50.0	12	6870	23.24	10240	34.64	300.0
1982	256.8	93.5	6.5	281.7	71.7	73.0	85.7	2.00	12.00	50.0	12	5300	20.64	7900	30.76	250.0
1981	220.9	91.3	8.7	345.6	97.7	65.0	90.9	1.75	12.00	42.9	12	4650	21.05	6950	31.46	250.0
1980	193.0	89.6	10.4	82.0	96.4	17.0	69.2	1.75	18.00	14.3	12	2640	13.68	3960	20.52	200.0

Campers, RV, Mobile Homes & Trailers

TRAILER LIFE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	304.0	94.0	6.0	245.3	92.7	1.9	94.8	2.00	16.00	33.3	12	5570	18.32	8080	26.58	N.C.
1983	321.7	94.3	5.7	226.4	92.1	2.5	93.3	2.00	16.00	33.3	12	5065	15.74	7345	22.83	N.C.
1982	318.5	93.8	6.2	208.1	86.8	15.2	94.6	1.50	14.00	22.2	12	4555	14.30	6375	20.02	N.C.
1981	305.0	94.1	5.9	229.4	83.6	25.3	89.6	1.50	9.95	44.7	12	4135	13.56	4885	16.02	N.C.
1980	306.1	91.5	8.5	132.7	85.7	42.9	92.9	1.50	8.50	52.8	12	3900	12.74	4615	15.08	N.C.

Computers

FAMILY COMPUTING*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	349.4	81.8	18.2	597.1	86.8	17.3	24.0	2.50	19.97	33.4	12	8800	25.19	9990	28.59	375.0
1983	204.3	62.4	37.6	184.5	92.5	2.7	10.2	1.95	17.97	7.8	10	4695	22.98	5395	26.41	200.0
1982																
1981																
1980																

Crafts, Games, Hobbies & Models

GAMES

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	659.7	84.2	15.8	559.1	90.6	88.8	94.7	1.75	15.97	24.0	12	8760	13.28	12535	19.00	650.0
1983	644.0	81.5	18.5	553.8	90.1	88.0	94.4	1.75	15.97	24.0	12	8185	12.71	11715	18.19	650.0
1982	634.6	76.7	23.3	469.3	83.7	88.5	86.0	1.50	9.79	18.4	8	7130	11.24	10200	16.07	600.0
1981	677.5	82.4	17.6	472.2	83.2	87.0	96.7	1.50	7.97	11.4	6	6275	9.26	8975	13.25	600.0
1980	646.0	87.9	12.1	627.4	83.3	99.6	98.3	1.25	5.97	20.4	6	6275	9.71	8975	13.89	600.0

*See Special Notes - Page 7

Epicurean

BON APPETIT

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1301.1	88.2	11.8	1060.7	97.1	30.2	99.2	1.95	15.00	35.9	12	16840	12.94	24055	18.49	1300.0
1983	1300.5	86.1	13.9	1067.1	92.3	24.7	99.7	1.95	15.00	35.9	12	15620	12.01	22315	17.16	1300.0
1982	1259.8	85.1	14.9	1122.8	96.0	42.4	98.4	2.25	15.00	44.4	12	14465	11.48	20660	16.40	1300.0
1981	1320.1	85.8	14.2	1034.1	96.0	38.7	97.8	2.25	15.00	44.4	12	12365	9.37	17660	13.38	1200.0
1980	1172.7	85.2	14.8	1028.9	94.0	42.8	97.7	1.50	12.00	33.3	12	9910	8.45	14155	12.07	1100.0

GOURMET

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	659.5	80.6	19.4	534.0	89.2	65.0	97.1	2.00	18.00	25.0	12	9000	13.65	15000	22.74	650.0
1983	626.5	77.7	22.3	449.9	97.0	73.3	96.2	2.00	18.00	25.0	12	8000	12.77	13600	21.71	650.0
1982	634.9	74.7	25.3	407.5	96.5	66.7	94.9	2.00	18.00	25.0	12	8000	12.60	13600	21.42	650.0
1981	646.2	74.0	26.0	397.4	96.4	65.0	94.9	1.75	15.00	28.6	12	8000	12.38	13600	21.05	650.0
1980	662.2	74.6	25.4	401.2	96.1	70.3	94.4	1.25	14.00	6.7	12	7000	10.57	12500	18.88	650.0

FOOD & WINE, THE GUIDE TO GOOD TASTE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	549.6	96.8	3.2	757.6	99.3	97.6	99.9	1.95	16.00	31.6	12	8380	15.25	12575	22.88	550.0
1983	489.9	97.0	3.0	549.4	99.8	94.7	99.9	1.95	15.00	35.9	12	7790	15.90	11685	23.85	500.0
1982	344.7	97.7	2.3	500.5	100.0	100.0	100.0	1.50	14.00	22.2	12	5880	17.06	8820	25.59	400.0
1981	316.8	99.2	0.8	354.4	98.8	94.7	99.2	1.50	12.00	33.3	12	4200	13.26	6300	19.89	300.0
1980	260.6	98.9	1.1	112.1	84.6	4.4	39.3	1.50	12.00	27.3	11	2800	10.74	4200	16.12	200.0

WEIGHT WATCHERS MAGAZINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	849.9	82.9	17.1	949.4	91.7	34.9	97.6	1.50	11.97	33.5	12	11440	13.46	15995	18.82	825.0
1983	777.7	83.2	16.8	774.5	85.4	65.7	83.6	1.50	11.97	33.5	12	9770	12.56	13660	17.56	775.0
1982	739.1	79.1	20.9	630.1	89.5	71.6	98.8	1.25	11.97	20.2	12	9185	12.43	12845	17.38	775.0
1981	755.8	74.8	25.2	600.7	79.9	65.3	96.4	1.25	9.97	33.5	12	7590	10.04	10615	14.04	700.0
1980	809.8	76.1	23.9	635.2	82.4	41.0	88.6	1.00	9.00	25.0	12	7590	9.37	10615	13.11	800.0

Fishing & Hunting

AMERICAN HUNTER, THE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1433.9	100.0	0.0	1498.2	0.1	99.9	96.2	1.75	15.00	28.6	12	12500	8.72	18125	12.64	1250.0
1983	1276.6	100.0	0.0	1394.0	0.1	99.9	97.0	1.75	15.00	28.6	12	10000	7.83	14500	11.36	1000.0
1982	1061.9	100.0	0.0	1264.0	0.2	99.8	97.3	1.75	15.00	28.6	12	8500	8.00	12325	11.61	850.0
1981	823.1	100.0	0.0	969.2	0.2	99.9	97.0	1.75	15.00	28.6	12	7750	9.42	10275	12.48	775.0
1980																

AMERICAN RIFLEMAN, THE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1446.6	100.0	0.0	1158.1	0.4	99.6	94.9	1.75	15.00	28.6	12	13000	8.99	18850	13.03	1400.0
1983	1388.3	100.0	0.0	1103.8	0.4	99.6	95.6	1.75	15.00	28.6	12	11180	8.05	16210	11.68	1300.0
1982	1296.5	100.0	0.0	1115.2	0.4	99.6	96.0	1.75	15.00	28.6	12	9950	7.67	14425	11.13	1175.0
1981	1143.5	100.0	0.0	933.1	0.3	99.5	95.8	1.75	15.00	28.6	12	9400	8.22	12925	11.30	1175.0
1980																

*See Special Notes - Page 7

Fishing & Hunting (cont.)

FIELD & STREAM

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	2003.2	92.7	7.3	1693.6	85.3	11.9	94.5	1.75	13.94	33.6	12	26295	13.13	39560	19.75	2000.0
1983	2045.2	92.2	7.8	1539.6	81.6	12.8	93.7	1.75	11.94	43.1	12	24235	11.85	36460	17.83	2000.0
1982	2025.9	91.4	8.6	1751.8	61.6	12.7	90.6	1.50	11.94	33.7	12	22440	11.08	33760	16.66	2000.0
1981	2020.8	91.8	8.2	1740.0	67.7	13.7	88.9	1.50	11.94	33.7	12	20400	10.10	30690	15.19	2000.0
1980	2020.4	92.2	7.8	1400.0	79.3	11.9	89.5	1.25	9.94	33.7	12	18250	9.03	27450	13.59	2000.0

GUNS & AMMO

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	522.3	72.3	27.7	314.7	76.4	33.8	91.0	1.75	11.94	43.1	12	6770	12.96	10830	20.74	475.0
1983	475.8	70.2	29.8	382.5	81.0	34.2	93.6	1.75	11.94	43.1	12	6295	13.23	10070	21.16	475.0
1982	490.9	69.5	30.5	236.5	78.2	42.9	99.6	1.75	11.94	43.1	12	5820	11.86	9310	18.97	475.0
1981	509.8	68.9	31.1	314.8	77.0	36.5	98.5	1.75	11.94	43.1	12	5345	10.48	8550	16.77	475.0
1980	477.6	68.8	31.2	280.7	74.1	38.4	98.3	1.50	11.94	33.7	12	4870	10.20	7790	16.31	475.0

OUTDOOR LIFE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1513.3	89.5	10.5	1218.7	82.5	10.1	86.7	1.75	13.94	33.6	12	18735	12.38	27185	17.96	1500.0
1983	1534.6	88.3	11.7	1113.8	90.1	11.5	85.6	1.75	13.94	33.6	12	17840	11.63	25890	16.87	1500.0
1982	1532.9	87.6	12.4	1179.8	86.8	11.6	93.1	1.50	13.94	22.6	12	16520	10.78	23970	15.64	1500.0
1981	1531.2	87.5	12.5	1023.6	89.6	14.2	91.7	1.25	13.94	7.1	12	14750	9.63	21400	13.98	1500.0
1980	1723.9	88.7	11.3	920.9	87.9	13.5	87.6	1.25	11.94	20.4	12	14750	8.56	21400	12.41	1700.0

SPORTS AFIELD

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	523.2	74.9	25.1	334.5	81.2	42.7	87.9	1.95	11.97	48.8	12	10795	20.63	15455	29.54	500.0
1983	541.7	72.9	27.1	370.6	81.7	39.9	87.5	1.95	11.97	48.8	12	9850	18.18	14100	26.03	500.0
1982	536.2	71.5	28.5	303.3	83.7	37.7	89.5	1.95	11.97	48.8	12	8940	16.67	12800	23.87	500.0
1981	540.8	74.0	26.0	298.1	80.1	15.5	89.0	1.50	11.97	33.5	12	7840	14.50	11200	20.71	500.0
1980	591.0	77.0	23.0	415.9	73.3	20.1	87.7	1.50	11.97	33.5	12	7000	11.84	10000	16.92	500.0

Fraternal, Clubs & Associations

AMERICAN LEGION MAGAZINE, THE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	2502.8	100.0	0.0	2548.2	0.0	100.0	100.0	1.50	2.50	86.1	12	14970	5.98	19735	7.89	2500.0
1983	2507.2	100.0	0.0	2612.7	0.1	100.0	99.9	1.00	2.50	79.2	12	11976	4.78	15788	6.30	2500.0
1982	2556.1	100.0	0.0	2472.8	0.1	100.0	99.9	1.00	2.50	79.2	12	11406	4.46	15788	6.18	2500.0
1981	2591.1	100.0	0.0	2670.6	0.1	99.8	99.9	0.30	1.50	58.3	12	10369	4.00	15036	5.80	2500.0
1980	2595.4	100.0	0.0	2654.0	0.1	99.8	99.9	0.30	1.50	58.3	12	9426	3.63	13669	5.27	2500.0

ELKS MAGAZINE, THE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1620.4	100.0	0.0	1685.7	0.0	100.0	100.0	0.25	2.50	0.0	10	7616	4.70	11385	7.03	1450.0
1983	1628.3	100.0	0.0	1709.3	0.1	99.9	100.0	0.25	2.50	0.0	10	7616	4.68	11385	6.99	1450.0
1982	1637.4	100.0	0.0	1717.4	0.0	100.0	100.0	0.25	2.50	0.0	10	6800	4.15	10350	6.32	1450.0
1981	1645.4	100.0	0.0	1730.3	0.0	100.0	100.0	0.25	2.50	0.0	10	6800	4.13	10350	6.29	1450.0
1980	1650.2	100.0	0.0	1744.6	0.0	100.0	100.0	0.25	2.50	9.1	11	6190	3.75	9400	5.70	1450.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
Gardening																
FLOWER & GARDEN MAGAZINE																
1984	619.3	98.4	1.6	515.8	99.3	27.1	95.5	1.50	6.00	33.3	6	4765	7.69	6670	10.77	N.C.
1983	593.3	98.5	1.5	376.0	99.0	39.9	95.9	1.50	6.00	33.3	6	4765	8.03	6670	11.24	N.C.
1982	588.5	98.3	1.7	372.1	99.0	26.4	98.5	1.50	6.00	33.3	6	4495	7.64	6290	10.69	600.0
1981	585.3	98.2	1.8	314.3	98.7	22.3	98.9	1.50	6.00	33.3	6	4495	7.68	6290	10.75	500.0
1980	508.5	98.5	1.5	377.7	98.9	17.7	92.8	1.00	6.00	33.3	9	3405	6.70	4750	9.34	500.0
ORGANIC GARDENING*																
1984	1376.0	99.2	0.8	1532.4	95.6	38.7	93.9	1.50	12.00	33.3	12	12195	8.86	18185	13.22	1350.0
1983	1372.5	99.2	0.8	1422.0	94.4	38.4	99.6	1.50	12.00	33.3	12	11085	8.08	16075	11.71	1350.0
1982	1322.4	98.9	1.1	1340.1	96.0	46.9	99.7	1.50	11.00	38.9	12	10265	7.76	14885	11.26	1300.0
1981	1324.0	99.4	0.6	1258.6	96.2	51.5	99.0	1.50	11.00	38.9	12	9330	7.05	13525	10.22	1300.0
1980	1304.8	99.2	0.8	1238.7	96.1	41.8	99.3	1.25	10.00	33.3	12	7240	5.55	10495	8.04	1250.0
General Editorial																
ATLANTIC MONTHLY																
1984	433.8	89.2	10.8	312.1	87.3	38.4	72.4	2.00	9.95	58.5	12	9015	20.78	13525	31.18	440.0
1983	425.6	89.1	10.9	332.9	83.5	24.6	65.3	2.00	18.00	25.0	12	8585	20.17	12880	30.26	440.0
1982	370.7	88.0	12.0	313.5	81.9	25.8	52.5	2.00	18.00	25.0	12	6720	18.13	10080	27.19	360.0
1981	348.1	87.5	12.5	216.9	77.4	28.4	53.2	1.75	18.00	14.3	12	5240	15.05	8000	22.98	325.0
1980	341.5	91.3	8.7	252.5	65.7	34.0	44.1	1.75	18.00	14.3	12	4850	14.20	7400	21.67	325.0
CHANGING TIMES																
1984	1400.6	97.6	2.4	1348.7	94.2	31.9	74.1	1.75	15.00	28.6	12	17445	12.46	26000	18.56	1350.0
1983	1428.7	97.4	2.6	1345.0	94.4	32.2	75.9	1.75	15.00	28.6	12	16210	11.35	24160	16.91	1350.0
1982	1495.1	97.2	2.8	1394.1	94.1	30.2	71.1	1.50	15.00	16.7	12	15150	10.13	22580	15.10	1350.0
1981	1481.9	96.8	3.2	1422.9	93.2	33.2	79.8	1.50	15.00	16.7	12	13775	9.30	20530	13.85	1350.0
1980	1445.3	96.8	3.2	1400.1	93.5	30.5	76.9	1.00	12.00	0.0	12	12190	8.43	18170	12.57	1300.0
CONSUMERS DIGEST*																
1984	1011.3	99.4	0.6	1567.2	97.7	12.1	99.6	2.00	11.97	0.3	6	11300	11.17	16950	16.76	1000.0
1983	903.0	100.0	0.0	1188.9	97.7	1.5	99.5	2.00	13.00	8.3–	6	9450	10.47	14250	15.78	900.0
1982	806.4	100.0	0.0	806.0	96.8	2.8	98.8	2.00	13.00	8.3–	6	7630	9.46	11445	14.19	800.0
1981	781.5	100.0	0.0	747.6	95.6	1.6	98.2	2.00	13.00	7.1	7	N.A.	N.A.	N.A.	N.A.	N.C.
1980																
EBONY																
1984	1691.3	86.0	14.0	1266.7	37.2	44.7	96.5	1.75	16.00	23.8	12	20181	11.93	27264	16.12	1600.0
1983	1627.2	85.1	14.9	1331.1	30.3	51.7	96.7	1.75	16.00	23.8	12	20181	12.40	27264	16.76	1600.0
1982	1353.3	82.0	18.0	1135.6	35.3	42.4	96.3	1.75	16.00	23.8	12	16200	11.97	21886	16.17	1250.0
1981	1343.8	82.1	17.9	991.8	41.7	33.1	92.0	1.50	14.00	22.2	12	14159	10.54	21886	16.29	1250.0
1980	1278.9	81.3	18.7	955.7	37.4	30.0	92.0	1.50	12.00	33.3	12	12872	10.06	19896	15.56	1250.0

*See Special Notes - Page 7

General Editorial (cont.)

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
GRIT																
1984	582.6	77.2	22.8	705.5	49.5	39.6	30.8	0.75	17.99	54.7	53	8073	13.86	10247	17.59	N.C.
1983	691.4	72.6	27.4	589.1	58.6	44.7	37.0	0.65	17.99	46.8	52	8073	11.68	10247	14.82	750.0
1982	700.6	58.1	41.9	618.9	50.7	45.2	45.4	0.50	13.50	48.1	52	7020	10.02	8910	12.72	700.0
1981	682.7	47.1	52.9	349.5	84.8	73.8	77.8	0.50	13.50	48.1	52	7800	11.43	9900	14.50	N.C.
1980	835.9	41.4	58.6	314.8	97.9	85.5	91.1	0.40	13.50	35.1	52	7800	9.33	9900	11.84	N.C.
LIFE																
1984	1485.4	59.2	40.8	1125.5	85.9	78.8	87.5	2.50	27.00	10.0	12	31530	21.23	36725	24.72	1400.0
1983	1521.9	54.0	46.0	900.9	85.2	87.2	70.3	2.00	24.00	0.0	12	29095	19.12	38515	25.31	1400.0
1982	1468.1	55.4	44.6	854.5	84.1	89.4	85.5	2.00	19.95	16.9	12	26180	17.83	34660	23.61	1300.0
1981	1433.7	58.7	41.3	988.5	79.5	87.5	68.0	2.00	18.00	25.0	12	24025	16.76	31800	22.18	1300.0
1980	1364.8	56.6	43.4	920.0	92.6	90.9	69.6	2.00	18.00	25.0	12	20160	14.77	26690	19.56	1200.0
MONEY																
1984	1493.7	80.7	19.3	1513.4	91.3	71.2	73.1	2.50	29.95	0.2	12	24415	16.35	38195	25.57	1400.0
1983	1325.6	79.9	20.1	1430.5	91.3	73.5	66.7	2.50	25.95	13.5	12	19180	14.47	30010	22.64	1300.0
1982	1079.1	81.6	18.4	1085.8	94.1	73.2	66.7	2.00	23.95	0.2	12	16450	15.24	25740	23.85	950.0
1981	921.4	85.4	14.6	949.9	88.5	75.9	67.0	2.00	21.95	8.5	12	13195	14.32	20650	22.41	875.0
1980	836.2	87.5	12.5	774.9	87.2	73.1	72.9	1.75	19.95	5.0	12	11420	13.66	17860	21.36	825.0
MOTHER EARTH NEWS, THE																
1984	874.6	78.3	21.7	671.1	98.4	28.9	95.7	3.00	18.00	0.0	6	10800	12.35	16200	18.52	900.0
1983	948.3	80.2	19.8	658.9	98.4	35.7	97.5	3.00	18.00	0.0	6	10800	11.39	16200	17.08	900.0
1982	1067.2	82.5	17.5	849.3	98.6	43.2	92.4	3.00	18.00	0.0	6	12000	11.24	18000	16.87	1050.0
1981	1075.5	82.4	17.6	876.3	98.5	40.6	96.5	3.00	15.00	16.7	6	12000	11.16	18000	16.74	1000.0
1980	991.4	83.5	16.5	908.4	98.7	36.4	96.9	3.00	15.00	16.7	6	10800	10.89	16200	16.34	750.0
NATIONAL GEOGRAPHIC MAGAZINE, THE																
1984	10297.7	99.3	0.7	10260.1	98.7	100.0	99.8	1.90	15.00	34.2	12	79130	7.68	102870	9.99	10215.0
1983	10492.0	99.7	0.3	10941.4	98.7	100.0	98.4	1.90	15.00	34.2	12	75360	7.18	97970	9.34	10215.0
1982	10543.8	99.9	0.1	10125.9	98.4	100.0	99.2	1.90	15.00	34.2	12	73520	6.97	95575	9.06	10305.0
1981	10797.1	99.9	0.1	10671.4	98.4	100.0	99.8	1.70	13.50	33.8	12	67450	6.25	87686	8.12	10305.0
1980	10636.4	100.0	0.0	10574.9	98.3	99.6	99.8	1.45	11.50	33.9	12	60475	5.69	79950	7.52	10305.0
NEW YORKER, THE																
1984	500.5	92.8	7.2	425.9	94.1	61.9	95.6	1.50	32.00	59.7	53	11750	23.48	18700	37.36	480.0
1983	508.3	92.6	7.4	407.5	93.1	61.3	98.6	1.50	32.00	59.0	52	11100	21.84	17650	34.72	480.0
1982	507.0	92.4	7.6	433.7	93.3	60.4	98.9	1.50	28.00	64.1	52	10200	20.12	16200	31.95	480.0
1981	504.8	92.2	7.8	394.7	92.3	62.7	98.3	1.25	28.00	56.9	52	9300	18.42	14800	29.32	480.0
1980	502.4	91.6	8.4	428.6	92.1	60.8	97.8	1.25	28.00	56.9	52	8300	16.52	13200	26.27	470.0

General Editorial (cont.)

PSYCHOLOGY TODAY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	853.6	90.5	9.5	766.7	75.1	19.6	91.5	1.95	15.99	31.7	12	15600	18.28	22525	26.39	850.0
1983	883.0	91.1	8.9	619.8	79.6	18.3	92.5	1.95	15.99	31.7	12	15600	17.67	22525	25.51	850.0
1982	1131.8	91.1	8.9	842.4	74.2	20.9	75.8	1.95	15.99	31.7	12	14180	12.53	20470	18.09	1175.0
1981	1176.8	88.6	11.4	1169.5	77.5	15.0	70.3	1.25	13.97	6.9	12	17830	15.15	25745	21.88	1175.0
1980	1171.4	85.2	14.8	833.3	71.3	19.0	83.7	1.25	13.97	6.9	12	15920	13.59	22990	19.63	1175.0

READER'S DIGEST

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	17939.6	94.8	5.2	20291.7	97.9	26.2	99.9	1.50	13.93	22.6	12	90500	5.04	108800	6.06	17750.0
1983	18118.1	94.4	5.6	19102.2	97.5	28.2	99.9	1.50	13.93	22.6	12	86200	4.76	103600	5.72	17750.0
1982	18036.0	94.8	5.2	19770.9	97.5	28.6	99.7	1.25	12.93	13.8	12	81300	4.51	97700	5.42	17750.0
1981	17901.5	94.7	5.3	19531.8	97.1	33.1	99.9	1.25	10.93	27.1	12	74600	4.17	89600	5.01	17750.0
1980	18046.0	93.4	6.6	19055.5	96.8	32.4	99.8	1.25	10.93	27.1	12	68400	3.79	82200	4.56	17750.0

SATURDAY EVENING POST, THE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	696.6	81.0	19.0	563.4	94.7	90.2	97.9	1.75	12.97	17.7	9	9657	13.86	13772	19.77	700.0
1983	633.5	74.6	25.4	442.4	92.9	63.5	62.0	1.75	9.95	36.8	9	8759	13.83	12491	19.72	700.0
1982	731.0	75.5	24.5	554.2	93.4	84.5	97.1	1.50	9.95	26.3	9	7856	10.75	11784	16.12	750.0
1981	591.0	60.1	39.9	361.8	88.0	71.2	92.4	1.50	9.95	26.3	9	6552	11.09	9828	16.63	600.0
1980	568.0	65.0	35.0	284.0	83.6	14.2	93.3	1.50	12.00	11.1	9	6552	11.54	9828	17.30	625.0

SMITHSONIAN

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	2105.8	99.6	0.4	2343.0	0.2	99.8	100.0	2.50	18.00	40.0	12	23790	11.30	35685	16.95	1850.0
1983	1944.6	99.8	0.2	2122.5	0.2	99.4	99.9	2.00	17.00	29.2	12	22235	11.43	33350	17.15	1850.0
1982	1970.9	99.9	0.1	2011.6	0.0	99.3	99.9	2.00	17.00	29.2	12	21175	10.74	31760	16.11	1850.0
1981	1922.3	99.9	0.1	2108.4	0.0	99.8	99.9	1.25	14.00	6.7	12	19250	10.01	28875	15.02	1750.0
1980	1897.5	99.9	0.1	2084.8	0.0	100.0	100.0	1.25	14.00	6.7	12	17500	9.22	26250	13.83	1750.0

STAR, THE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	3406.9	4.4	95.6	149.1	98.7	0.7	85.8	0.55	24.00	16.1	52	21500	6.31	26500	7.78	3750.0
1983	3757.1	4.2	95.8	161.1	98.9	2.7	82.3	0.50	22.00	15.4	52	19950	5.31	24600	6.55	3750.0
1982	3905.4	3.8	96.2	165.1	99.2	0.7	79.3	0.45	19.00	18.8	52	17400	4.46	21350	5.47	3400.0
1981	3470.0	3.9	96.1	141.4	99.3	5.5	84.1	0.45	18.00	23.1	52	15600	4.50	19200	5.53	3350.0
1980	3445.9	3.7	96.3	147.8	99.4	0.6	80.5	0.40	16.00	24.5	53	13850	4.02	16350	4.74	3250.0

TOWN & COUNTRY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	404.3	75.0	25.0	368.7	93.1	31.6	96.5	3.00	24.00	33.3	12	12395	30.66	15960	39.48	400.0
1983	362.0	73.6	26.4	236.0	96.6	36.8	94.6	3.00	24.00	33.3	12	10150	28.04	13070	36.10	350.0
1982	319.3	73.2	26.8	227.6	96.1	42.8	94.2	3.00	24.00	33.3	12	8470	26.53	10900	34.14	300.0
1981	273.1	71.7	28.3	223.9	94.8	37.2	95.5	2.50	22.00	26.7	12	6820	24.97	8780	32.15	230.0
1980	222.5	70.0	30.0	171.1	96.0	44.1	92.9	2.50	22.00	26.7	12	5610	25.21	7260	32.63	N.C.

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
General Editorial (cont.)																
YANKEE																
1984	954.9	92.0	8.0	919.9	97.8	55.0	99.9	1.50	14.00	22.2	12	11000	11.52	14675	15.37	1000.0
1983	929.2	91.6	8.4	925.2	96.8	57.1	98.9	1.50	14.00	22.2	12	8085	8.70	10785	11.61	950.0
1982	882.8	91.1	8.9	879.8	95.1	65.9	92.8	1.35	14.00	13.6	12	7285	8.25	9715	11.00	900.0
1981	854.4	91.0	9.0	865.1	96.5	69.3	86.8	1.35	12.97	19.9	12	6715	7.86	8955	10.48	875.0
1980	850.7	90.7	9.3	786.9	97.2	69.7	94.9	1.25	12.00	20.0	12	5995	7.05	7995	9.40	800.0
Health																
AMERICAN HEALTH-FITNESS OF BODY & MIND*																
1984	688.4	91.2	8.8	976.9	91.2	7.3	78.2	2.00	14.95	16.9	9	10200	14.82	13800	20.05	800.0
1983	500.2	86.2	13.8	695.2	94.2	3.6	99.1	2.00	12.00	0.0	6	6600	13.19	8700	17.39	500.0
1982	351.0	83.4	16.6	658.7	97.3	1.3	99.1	2.00	12.00	0.0	6	4800	13.68	6300	17.95	300.0
1981																
1980																
HEALTH																
1984	998.3	99.8	0.2	1400.0	78.4	16.8	13.5	1.95	18.00	23.1	12	9110	9.13	12750	12.77	1000.0
1983	863.4	99.6	0.4	1179.1	71.1	22.3	13.4	1.50	18.00	0.0	12	7920	9.17	11085	12.84	850.0
1982	852.9	99.9	0.1	769.2	64.2	19.6	28.6	1.50	18.00	0.0	12	7920	9.29	11085	13.00	850.0
1981	854.1	100.0	0.0	745.9	69.0	24.9	30.5	1.50	15.00	0.0	10	7135	8.35	9985	11.69	850.0
1980	810.2	100.0	0.0	741.5	66.8	16.4	33.6	1.50	15.00	0.0	10	6215	7.67	8700	10.74	800.0
PREVENTION																
1984	2928.0	95.4	4.6	2962.6	96.6	85.9	99.7	1.50	12.97	27.9	12	19470	6.65	25540	8.72	2750.0
1983	2696.3	95.2	4.8	3180.9	96.0	93.5	90.5	1.50	12.97	27.9	12	19470	7.22	29205	10.83	2750.0
1982	2520.1	96.5	3.5	2533.0	96.0	80.1	99.8	1.50	12.00	33.3	12	17700	7.02	26550	10.54	2500.0
1981	2425.1	97.9	2.1	2343.6	95.4	58.7	99.6	1.25	10.97	26.9	12	15150	6.25	24970	10.30	2350.0
1980	2421.3	98.3	1.7	2286.5	96.2	46.8	98.7	1.25	10.00	33.3	12	13210	5.46	17335	7.16	2250.0
Home Service & Home																
AMERICANA																
1984	374.7	94.5	5.5	381.7	89.9	10.3	98.9	1.95	11.90	1.7−	6	7200	19.22	10800	28.82	400.0
1983	330.9	93.2	6.8	328.3	93.2	14.0	99.0	1.95	11.90	1.7−	6	5900	17.83	8850	26.75	330.0
1982	304.3	93.8	6.2	315.2	93.7	16.4	98.9	1.95	11.90	1.7−	6	4670	15.35	6995	22.99	300.0
1981	274.5	94.2	5.8	252.7	96.3	23.3	98.8	1.95	11.90	1.7−	6	4670	17.01	6995	25.48	275.0
1980	249.9	96.0	4.0	221.4	97.3	28.3	97.7	1.95	11.90	1.7−	6	3360	13.45	5040	20.17	250.0
ARCHITECTURAL DIGEST																
1984	601.0	82.2	17.8	601.4	98.4	43.8	77.6	4.50	39.95	26.0	12	15455	25.72	21465	35.72	600.0
1983	601.9	80.7	19.3	605.9	98.5	42.7	72.8	4.50	39.95	26.0	12	14310	23.77	19875	33.02	600.0
1982	562.5	77.6	22.4	492.0	97.9	71.2	87.3	4.50	36.00	33.3	12	11215	19.94	16825	29.91	550.0
1981	564.2	76.4	23.6	639.7	98.2	55.6	61.7	4.95	36.00	39.4	12	9505	16.85	14260	25.27	500.0
1980	491.5	76.1	23.9	481.7	98.0	59.8	55.6	3.50	30.00	14.3	10	8125	16.53	12190	24.80	450.0

*See Special Notes - Page 7

Home Service & Home (cont.)

BETTER HOMES AND GARDENS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	8031.1	93.2	6.8	5760.5	89.9	20.9	99.3	1.50	12.97	27.9	12	68565	8.54	82935	10.33	8000.0
1983	8032.4	92.9	7.1	5837.8	90.0	24.9	99.1	1.50	12.97	27.9	12	65300	8.13	78985	9.83	8000.0
1982	8070.8	92.6	7.4	5682.9	90.4	31.6	98.8	1.25	12.00	20.0	12	61030	7.56	73820	9.15	8000.0
1981	8046.9	92.1	7.9	4864.5	89.4	43.5	98.2	1.25	12.00	20.0	12	56380	7.01	68195	8.47	8000.0
1980	8055.0	91.3	8.7	5522.9	88.3	44.9	98.2	1.25	10.00	33.3	12	51915	6.45	62795	7.80	8000.0

BLAIR & KETCHUM'S COUNTRY JOURNAL

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	312.9	92.8	7.2	319.7	95.1	35.1	99.0	1.95	16.95	21.0	11	6390	20.42	8940	28.57	N.C.
1983	307.6	91.7	8.3	363.2	95.1	34.2	98.9	1.75	15.00	28.6	12	6083	19.78	8516	27.69	300.0
1982	282.0	90.8	9.2	298.4	95.6	35.8	98.4	1.75	15.00	28.6	12	5336	18.92	7470	26.49	275.0
1981	255.9	91.0	9.0	316.2	97.3	36.0	99.0	1.50	15.00	16.7	12	4851	18.96	7274	28.43	250.0
1980	224.6	90.4	9.6	278.9	99.2	30.5	98.7	1.50	15.00	16.7	12	3960	17.63	5938	26.44	220.0

COLONIAL HOMES

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	615.8	66.4	33.6	314.7	99.0	50.4	99.8	3.00	13.97	22.4	6	12910	20.96	17905	29.08	550.0
1983	598.6	68.6	31.4	290.3	98.9	58.7	99.9	3.00	13.97	22.4	6	11900	19.88	16500	27.56	550.0
1982	593.4	66.3	33.7	329.1	99.1	64.5	99.9	2.50	11.97	20.2	6	9845	16.59	13630	22.97	500.0
1981	566.1	64.1	35.9	306.6	99.3	65.6	99.9	2.50	11.97	20.2	6	7800	13.78	10795	19.07	450.0
1980	541.3	63.4	36.6	319.5	99.4	55.0	99.9	2.50	11.97	20.2	6	6500	12.01	8995	16.62	400.0

COUNTRY LIVING*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1251.9	64.8	35.2	927.5	99.3	51.2	75.8	1.95	15.97	31.8	12	17045	13.62	23330	18.64	1100.0
1983	965.7	62.2	37.8	774.9	99.4	47.3	70.9	1.95	15.97	31.8	12	12395	12.84	16970	17.57	800.0
1982	751.3	59.8	40.2	607.4	99.4	40.9	94.8	1.95	15.97	18.1	10	11625	15.47	15915	21.18	750.0
1981	588.7	41.0	59.0	327.3	99.6	45.5	99.9	1.95	9.97	14.8	6	6975	11.85	9545	16.21	450.0
1980	432.8	16.1	83.9	138.9	99.8	28.3	99.9	1.95	9.97	14.8	6	4850	11.21	6625	15.31	N.C.

FAMILY HANDYMAN, THE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1209.6	94.7	5.3	1151.9	93.2	33.2	89.0	1.75	9.95	43.1	10	13235	10.94	18990	15.70	1200.0
1983	1232.0	95.9	4.1	1108.8	92.5	30.5	97.4	1.75	9.95	43.1	10	12220	9.92	17535	14.23	1150.0
1982	1102.5	95.5	4.5	1280.7	89.6	22.1	98.7	1.50	9.95	33.7	10	10730	9.73	15400	13.97	1100.0
1981	1056.2	96.4	3.6	1033.6	89.3	19.7	88.8	1.50	9.95	33.7	10	9495	8.99	13485	12.77	1000.0
1980	1028.6	96.9	3.1	1057.5	90.2	14.4	96.9	1.50	9.95	33.7	10	7850	7.63	9865	9.59	1000.0

HOME MAGAZINE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	578.8	85.6	14.4	726.4	99.6	81.5	99.7	1.95	12.00	48.7	12	10480	18.11	13955	24.11	600.0
1983	527.3	88.0	12.0	549.3	97.4	3.1	99.8	1.95	15.00	35.9	12	8210	15.57	10930	20.73	500.0
1982	541.9	91.4	8.6	549.6	93.4	1.6	99.9	1.95	15.00	35.9	12	7460	13.77	9930	18.32	500.0
1981	332.3	83.1	16.9	662.4	95.2	0.7	99.8	1.95	15.00	35.9	12	4335	13.05	5770	17.36	250.0
1980																

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
HOMEOWNER, THE																
1984	639.6	95.7	4.3	1139.0	90.7	4.4	8.5	1.50	15.00	0.0	10	7765	12.14	11270	17.62	600.0
1983	555.5	92.7	7.3	582.0	87.6	1.3	58.3	1.50	15.00	42.9–	7	7765	13.98	11270	20.29	600.0
1982	509.0	89.9	10.1	454.8	91.8	0.5	99.7	1.50	11.94	32.7–	6	7765	15.26	11270	22.14	500.0
1981	502.7	86.7	13.3	463.2	99.0	4.0	99.8	1.50	11.94	32.7–	6	6750	13.43	9800	19.49	500.0
1980	376.0	76.9	23.1	301.5	97.1	3.0	99.6	1.50	9.94	10.4–	6	5865	15.60	8520	22.66	400.0
HOUSE BEAUTIFUL																
1984	869.3	68.8	31.2	559.9	84.7	44.6	92.6	1.95	15.97	31.8	12	16340	18.80	23880	27.47	800.0
1983	857.3	69.0	31.0	632.1	89.4	33.5	98.5	1.95	13.97	40.3	12	14880	17.36	21750	25.37	800.0
1982	844.8	67.7	32.3	414.1	87.2	44.5	93.4	1.50	13.97	22.4	12	13525	16.01	19775	23.41	800.0
1981	843.1	63.9	36.1	597.9	82.8	38.5	91.0	1.50	13.97	22.4	12	12390	14.70	18140	21.52	800.0
1980	899.6	66.3	33.7	417.1	86.2	50.3	87.5	1.25	11.97	20.2	12	11020	12.25	16140	17.94	800.0
HOUSE & GARDEN																
1984	563.5	84.1	15.9	812.7	76.9	20.7	98.8	4.00	24.00	50.0	12	13300	23.60	18230	32.35	500.0
1983	660.8	87.1	12.9	446.3	90.8	13.1	94.7	4.00	36.00	25.0	12	13300	20.13	18230	27.59	550.0
1982	1004.4	65.2	34.8	700.9	80.1	70.4	82.6	1.50	12.00	33.3	12	17290	17.21	25430	25.32	1000.0
1981	1139.8	63.4	36.6	580.2	80.0	41.8	97.8	1.50	12.00	33.3	12	15860	13.91	23330	20.47	1000.0
1980	1088.4	62.2	37.8	727.3	81.0	35.0	99.6	1.25	10.00	33.3	12	13475	12.38	19825	18.21	1000.0
METROPOLITAN HOME																
1984	723.0	89.7	10.3	636.1	96.9	12.8	99.1	1.95	15.00	35.9	12	11685	16.16	16530	22.86	700.0
1983	725.6	90.1	9.9	502.0	96.2	11.7	98.2	1.75	15.00	28.6	12	10770	14.84	15450	21.29	700.0
1982	716.0	88.3	11.7	792.5	95.8	7.5	98.2	1.50	12.00	33.3	12	9880	13.80	14175	19.80	700.0
1981	743.0	86.4	13.6	564.3	93.4	10.7	96.4	1.25	12.00	12.7	11	9105	12.25	13065	17.58	700.0
1980	824.6	87.5	12.5	531.8	92.5	20.0	96.8	1.25	9.97	33.5	12	9650	11.70	13850	16.80	800.0
NEW SHELTER*																
1984	710.7	96.7	3.3	842.4	94.9	32.6	100.0	1.50	11.00	18.5	9	8460	11.90	11840	16.66	675.0
1983	664.4	97.1	2.9	777.9	97.4	98.3	97.8	1.50	11.00	18.5	9	7690	11.57	10765	16.20	650.0
1982	599.6	94.4	5.6	812.8	99.6	57.0	99.8	1.50	10.00	25.9	9	6990	11.66	9785	16.32	625.0
1981	473.7	93.3	6.7	571.7	98.2	42.5	96.3	1.50	10.00	25.9	9	5875	12.40	7835	16.54	525.0
1980	343.3	97.6	2.4	572.6	99.1	6.8	99.8	1.50	9.00	25.0	8	3910	11.39	5215	15.19	350.0
1001 HOME IDEAS																
1984	1520.8	97.9	2.1	1571.7	73.8	22.3	14.1	1.95	18.00	23.1	12	18160	11.94	21900	14.40	1500.0
1983	1343.7	97.3	2.7	2024.3	76.4	18.8	8.7	1.95	18.00	23.1	12	16970	12.63	20475	15.24	1425.0
1982	1141.2	95.8	4.2	1283.8	70.4	22.5	19.1	1.95	18.00	16.1	11	13390	11.73	16880	14.79	1150.0
1981	1103.9	94.2	5.8	1157.8	68.2	23.5	27.9	1.95	18.00	16.1	11	11800	10.69	14875	13.47	1100.0
1980	1105.5	89.7	10.3	1077.1	60.7	27.4	28.1	1.50	15.00	11.1–	9	10195	9.22	12855	11.63	1100.0

*See Special Notes - Page 7

Home Service & Home (cont.)

SOUTHERN LIVING

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	2255.5	93.5	6.5	1906.8	98.3	66.1	95.0	2.25	17.95	33.5	12	25780	11.43	36300	16.09	2100.0
1983	2204.7	94.3	5.7	1911.4	97.9	63.3	95.2	1.75	17.95	14.5	12	23980	10.88	33800	15.33	2050.0
1982	2124.0	94.3	5.7	1870.2	98.9	57.1	97.5	2.25	17.95	33.5	12	21840	10.28	30800	14.50	2000.0
1981	1943.1	94.3	5.7	1712.6	97.8	60.4	99.8	1.95	17.95	23.3	12	19020	9.79	26820	13.80	1900.0
1980	1798.0	94.4	5.6	1608.0	97.2	66.2	99.6	1.75	15.00	28.6	12	15750	8.76	22280	12.39	1750.0

SUNSET

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1391.9	93.6	6.4	836.6	95.4	46.6	91.3	1.50	14.00	22.2	12	18150	13.04	25262	18.15	1250.0
1983	1417.1	93.4	6.6	794.0	94.0	52.2	90.7	1.50	12.00	33.3	12	16963	11.97	23609	16.66	1250.0
1982	1424.6	92.6	7.4	839.5	93.5	50.0	91.3	1.50	12.00	33.3	12	15562	10.92	21660	15.20	1250.0
1981	1417.0	91.7	8.3	844.8	93.3	51.4	91.1	1.25	12.00	20.0	12	14180	10.01	19736	13.93	1250.0
1980	1411.5	91.4	8.6	842.8	92.8	53.1	92.5	1.25	12.00	20.0	12	12633	8.95	17583	12.46	1225.0

WORKBENCH

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	883.1	95.6	4.4	663.3	98.3	41.5	83.5	1.50	6.00	33.3	6	7390	8.37	10370	11.74	830.0
1983	843.9	95.6	4.4	622.1	98.2	41.9	81.8	1.50	6.00	33.3	6	6425	7.61	9020	10.69	775.0
1982	775.0	95.0	5.0	548.2	98.0	32.6	83.7	1.50	5.00	44.4	6	5895	7.61	8275	10.68	700.0
1981	704.9	94.5	5.5	473.7	97.5	45.9	78.2	1.50	5.00	44.4	6	4800	6.81	6735	9.55	600.0
1980	666.2	94.7	5.3	473.2	97.6	59.0	76.0	1.00	4.00	33.3	6	4220	6.33	5920	8.89	600.0

Mechanics & Science

HOME MECHANIX

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1591.7	90.6	9.4	1387.5	90.8	12.8	96.1	1.50	11.94	33.7	12	20240	12.72	28700	18.03	1600.0
1983	1616.8	88.9	11.1	1344.9	92.0	10.2	96.0	1.50	11.94	33.7	12	19060	11.79	27020	16.71	1600.0
1982	1609.8	88.7	11.3	1319.7	89.5	11.5	93.2	1.50	11.94	33.7	12	17500	10.87	24815	15.41	1600.0
1981	1614.7	87.6	12.4	1131.3	88.9	13.7	94.9	1.50	11.94	33.7	12	16420	10.17	23285	14.42	1600.0
1980	1648.0	86.5	13.5	764.1	91.1	7.3	95.8	1.25	9.94	33.7	12	14925	9.06	21170	12.85	1600.0

POPULAR MECHANICS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1652.2	81.4	18.6	1208.9	84.2	36.7	94.6	1.50	11.97	33.5	12	22870	13.84	32470	19.65	1600.0
1983	1624.4	80.2	19.8	1123.8	83.6	43.6	93.2	1.50	11.97	33.5	12	20863	12.84	29625	18.24	1600.0
1982	1623.7	76.7	23.3	995.8	82.3	49.3	92.2	1.50	11.97	33.5	12	18966	11.68	26932	16.59	1600.0
1981	1627.9	76.0	24.0	951.7	78.6	55.7	91.6	1.25	9.97	33.5	12	17400	10.69	24695	15.17	1600.0
1980	1686.5	76.0	24.0	1047.6	77.3	59.1	91.4	1.25	9.97	33.5	12	14935	8.86	21175	12.56	1600.0

POPULAR SCIENCE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1803.4	87.3	12.7	1216.1	84.9	16.6	85.7	1.75	13.94	33.6	12	22055	12.23	31280	17.35	1800.0
1983	1841.0	86.0	14.0	1229.0	89.3	10.4	64.8	1.75	13.94	33.6	12	20610	11.20	29235	15.88	1800.0
1982	1835.7	85.1	14.9	1235.5	91.8	17.4	89.3	1.50	13.94	22.6	12	18910	10.30	26820	14.61	1800.0
1981	1807.4	84.8	15.2	919.9	93.4	24.8	86.2	1.50	13.94	22.6	12	17190	9.51	24380	13.49	1800.0
1980	1923.6	84.5	15.5	1034.4	92.6	31.2	81.2	1.50	11.94	33.7	12	15625	8.12	22165	11.52	1800.0

Men's

ESQUIRE MAGAZINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	719.7	82.0	18.0	499.0	83.5	12.5	86.4	2.50	17.94	40.2	12	15250	21.19	22825	31.71	700.0
1983	747.5	83.3	16.7	640.0	84.3	11.5	93.2	2.50	17.94	40.2	12	13900	18.60	20800	27.83	700.0
1982	668.1	83.5	16.5	618.1	57.2	20.1	79.6	2.00	15.94	33.6	12	11600	17.36	17400	26.04	650.0
1981	653.6	82.0	18.0	425.9	56.8	31.6	67.1	2.00	15.94	33.6	12	10350	15.84	15500	23.71	650.0
1980	651.9	82.9	17.1	269.3	70.8	32.6	78.4	2.00	16.00	33.3	12	8950	13.73	13400	20.56	650.0

GQ-GENTLEMEN'S QUARTERLY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	624.7	38.5	61.5	334.9	91.6	88.8	99.3	2.50	18.00	40.0	12	10330	16.54	15520	24.84	500.0
1983	565.7	38.0	62.0	295.1	91.1	89.2	99.4	2.50	18.00	40.0	12	8480	14.99	12700	22.45	450.0
1982	530.8	36.1	63.9	266.0	90.8	86.9	99.0	2.50	18.00	40.0	12	6790	12.79	10170	19.16	400.0
1981	457.6	37.1	62.9	240.5	88.5	90.3	96.4	2.00	18.00	25.0	12	5920	12.94	8870	19.38	375.0
1980	420.7	37.4	62.6	220.0	92.9	92.9	96.8	2.00	18.00	10.0	10	4850	11.53	7270	17.28	350.0

NATIONAL LAMPOON

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	462.6	50.3	49.7	187.8	96.7	0.5	94.5	2.00	11.95	50.2	12	7100	15.35	10500	22.70	450.0
1983	452.0	38.6	61.4	173.3	96.5	1.5	93.7	2.00	11.95	50.2	12	6450	14.27	9500	21.02	450.0
1982	466.4	23.8	76.2	96.3	91.4	5.5	88.5	2.00	11.95	50.2	12	6700	14.37	9900	21.23	521.0
1981	527.0	20.8	79.2	58.7	84.8	62.0	83.1	2.00	11.95	50.2	12	6700	12.71	9900	18.79	580.0
1980	601.5	20.6	79.4	59.8	83.4	49.8	80.8	1.50	10.95	39.2	12	6700	11.14	9900	16.46	580.0

PENTHOUSE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	3485.7	5.7	94.3	223.0	75.7	93.7	99.7	3.00	30.00	16.7	12	22930	6.58	34000	9.75	3400.0
1983	3477.0	5.6	94.4	173.8	91.4	92.4	99.5	3.00	30.00	16.7	12	22930	6.59	34000	9.78	3400.0
1982	3898.5	5.7	94.3	208.5	87.0	72.4	99.2	3.00	30.00	16.7	12	24925	6.39	36960	9.48	4500.0
1981	4206.9	5.5	94.5	194.2	82.8	60.5	98.5	2.50	26.00	13.3	12	24145	5.74	36460	8.67	4500.0
1980	4416.9	5.5	94.5	225.0	85.2	36.0	98.6	2.50	26.00	13.3	12	22565	5.11	34075	7.71	4500.0

PLAYBOY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	4209.8	56.2	43.8	2769.6	91.3	31.1	99.4	3.00	22.00	38.9	12	41085	9.76	47845	11.37	4100.0
1983	4229.8	55.0	45.0	2275.1	98.5	41.8	97.2	3.00	22.00	38.9	12	38395	9.08	53765	12.71	4100.0
1982	4676.3	54.0	46.0	2654.7	99.1	42.3	96.2	3.00	22.00	38.9	12	43760	9.36	61280	13.10	5000.0
1981	5107.4	46.9	53.1	2570.6	99.4	46.2	96.0	2.50	18.00	40.0	12	39780	7.79	55710	10.91	5000.0
1980	5378.8	44.2	55.8	2522.8	98.2	51.7	94.4	2.50	18.00	40.0	12	36160	6.72	50645	9.42	5000.0

Motorcycle

CYCLE WORLD

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	356.9	72.1	27.9	249.3	77.6	12.0	72.2	1.50	13.94	22.6	12	9710	27.21	14565	40.81	350.0
1983	375.6	71.8	28.2	249.8	78.4	14.4	86.6	1.50	13.94	22.6	12	9710	25.85	14565	38.78	375.0
1982	375.3	67.1	32.9	227.7	74.2	16.4	94.2	1.50	13.94	22.6	12	9160	24.41	13740	36.61	375.0
1981	347.7	63.5	36.5	213.4	73.0	16.4	93.6	1.50	13.94	22.6	12	8480	24.39	12550	36.09	375.0
1980	341.2	59.0	41.0	239.6	73.0	19.0	94.9	1.25	11.98	20.1	12	7045	20.65	10425	30.55	350.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
Music																
HIGH FIDELITY																
1984	396.3	91.6	8.4	218.4	53.4	48.6	78.6	1.95	13.95	40.4	12	14955	37.74	21375	53.94	400.0
1983	384.0	90.5	9.5	250.8	29.3	67.8	71.2	1.75	13.95	33.6	12	13975	36.39	19975	52.02	375.0
1982	383.8	90.0	10.0	180.2	51.1	45.7	84.1	1.50	13.95	22.5	12	13205	34.41	18410	47.97	N.C.
1981	392.3	90.0	10.0	244.5	51.2	50.9	76.1	1.50	13.95	22.5	12	12340	31.46	16540	42.16	N.C.
1980	375.2	88.4	11.6	272.3	45.1	52.9	83.5	1.50	13.95	22.5	12	11220	29.90	15035	40.07	N.C.
ROLLING STONE																
1984	825.7	67.8	32.2	914.1	82.7	51.4	61.7	1.50	19.95	44.6	24	14690	17.79	21500	26.04	775.0
1983	776.8	66.6	33.4	669.9	86.5	73.1	51.5	1.50	15.95	55.7	24	13515	17.40	20150	25.94	775.0
1982	767.7	65.9	34.1	718.1	91.1	26.7	46.8	1.50	15.95	57.5	25	12870	16.76	19190	25.00	775.0
1981	716.4	64.1	35.9	750.0	88.9	15.7	50.1	1.50	15.95	57.5	25	10830	15.12	16155	22.55	700.0
1980	695.5	59.8	40.2	534.1	89.7	19.6	60.6	1.25	15.95	49.0	25	9120	13.11	13740	19.76	700.0
News-Weeklies																
JET																
1984	851.6	78.0	22.0	941.5	38.4	59.1	19.3	1.25	36.00	44.6	52	8254	9.69	11508	13.51	800.0
1983	853.6	77.2	22.8	979.0	37.3	58.6	17.0	1.25	36.00	45.7	53	8254	9.67	11508	13.48	700.0
1982	727.2	68.1	31.9	742.2	41.9	46.6	20.9	1.25	36.00	44.6	52	6072	8.35	9590	13.19	700.0
1981	733.2	61.3	38.7	572.5	45.9	51.4	30.4	1.00	30.00	43.4	53	6072	8.28	9590	13.08	700.0
1980	738.9	57.2	42.8	622.8	49.2	50.3	31.6	1.00	26.00	50.0	52	5280	7.15	8339	11.29	700.0
NEWSWEEK																
1984	3024.6	94.1	5.9	3342.0	82.1	49.0	48.0	1.75	39.00	58.7	54	47250	15.62	73710	24.37	3000.0
1983	3030.6	93.3	6.7	3084.6	85.0	31.1	53.7	1.50	39.00	50.9	53	44040	14.53	68700	22.67	2950.0
1982	3012.6	92.7	7.3	2980.6	86.7	15.2	48.7	1.50	39.00	50.0	52	40930	13.59	63850	21.19	2950.0
1981	2957.6	92.2	7.8	2871.2	84.4	53.5	60.1	1.50	39.00	50.0	52	37040	12.52	57780	19.54	2950.0
1980	2958.4	91.9	8.1	2697.4	80.0	53.1	54.2	1.25	32.50	50.0	52	33160	11.21	51730	17.49	2950.0
NEW YORK MAGAZINE																
1984	436.8	90.6	9.4	462.8	88.5	34.0	57.8	1.75	33.00	62.3	50	10860	24.86	17100	39.15	400.0
1983	427.0	90.5	9.5	419.2	90.1	44.7	57.7	1.50	32.00	57.3	50	10150	23.77	15980	37.42	400.0
1982	429.8	90.7	9.3	491.2	87.5	55.9	46.8	1.50	29.00	61.3	50	9310	21.66	14660	34.11	400.0
1981	418.8	90.6	9.4	384.8	88.5	79.9	52.8	1.50	26.00	65.3	50	8460	20.20	13330	31.83	400.0
1980	439.0	91.4	8.6	538.9	92.0	51.4	46.7	1.25	22.50	64.0	50	7800	17.77	12170	27.72	425.0
PEOPLE WEEKLY																
1984	2769.5	36.5	63.5	1499.9	92.3	64.8	71.2	1.25	46.00	27.8	51	40370	14.58	52050	18.79	2750.0
1983	2741.8	36.6	63.4	1674.3	92.1	57.4	56.3	1.25	45.00	29.4	51	36350	13.26	46850	17.09	2600.0
1982	2573.0	26.9	73.1	1072.3	92.8	49.5	66.6	1.25	41.00	35.7	51	33300	12.94	42950	16.69	2425.0
1981	2487.0	23.1	76.9	908.4	92.5	49.5	70.8	0.95	39.00	19.5	51	27000	10.86	34800	13.99	2350.0
1980	2407.5	17.9	82.1	667.1	89.3	43.9	75.7	0.95	39.00	21.1	52	23000	9.55	29500	12.25	2300.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
News-Weeklies (cont.)																
SPORTING NEWS, THE																
1984	664.9	91.3	8.7	930.7	93.8	21.9	27.5	1.75	45.00	50.5	52	11391	17.13	14346	21.58	660.0
1983	586.0	88.3	11.7	824.1	93.9	26.7	26.5	1.50	39.95	48.8	52	9957	16.99	12540	21.40	600.0
1982	494.2	85.3	14.7	658.4	90.0	29.6	33.5	1.50	36.00	54.7	53	7366	14.90	9278	18.77	475.0
1981	443.8	83.2	16.8	532.3	91.5	56.3	46.5	1.50	31.00	60.3	52	6565	14.79	8289	18.68	425.0
1980	430.2	80.1	19.9	522.9	97.1	46.1	49.7	1.50	27.50	64.7	52	5968	13.87	7535	17.52	400.0
SPORTS ILLUSTRATED																
1984	2667.6	95.9	4.1	3933.1	82.6	52.8	46.4	1.95	52.40	50.2	54	44365	16.63	69210	25.94	2550.0
1983	2476.7	95.9	4.1	3396.3	80.9	55.8	48.0	1.95	48.00	53.6	53	40050	16.17	62480	25.23	2425.0
1982	2405.2	96.1	3.9	3214.7	80.4	54.8	51.7	1.50	41.00	48.4	53	35725	14.85	55730	23.17	2325.0
1981	2285.5	96.3	3.7	3058.9	76.0	63.5	54.4	1.50	36.00	53.8	52	31710	13.87	49465	21.64	2250.0
1980	2306.1	95.9	4.1	2818.2	77.9	67.3	53.8	1.50	36.00	53.8	52	28880	12.52	45050	19.54	2250.0
TIME																
1984	4625.2	95.2	4.8	6438.2	85.3	77.3	42.8	1.95	51.50	50.2	53	65275	14.11	101825	22.02	4600.0
1983	4666.5	94.6	5.4	6324.0	83.1	71.2	43.0	1.75	45.00	51.5	53	65275	13.99	101825	21.82	4600.0
1982	4509.9	93.8	6.2	5373.8	80.6	60.1	49.4	1.50	41.00	47.4	52	55045	12.21	85870	19.04	4400.0
1981	4407.2	93.7	6.3	5018.9	81.8	61.7	52.2	1.50	36.00	53.8	52	49335	11.19	76960	17.46	4250.0
1980	4407.9	93.4	6.6	5558.7	81.6	76.2	42.4	1.50	35.00	55.1	52	45055	10.22	70285	15.95	4250.0
TV GUIDE																
1984	17230.4	50.0	50.0	12099.3	84.3	80.7	64.2	0.60	29.90	4.2	52	75700	4.39	89300	5.18	17000.0
1983	17168.8	47.3	52.7	10809.9	81.8	87.6	59.5	0.50	23.40	11.7	53	72000	4.19	85000	4.95	17000.0
1982	17260.3	45.9	54.1	9903.4	88.3	80.1	63.6	0.50	23.40	10.0	52	65600	3.80	77400	4.48	17000.0
1981	17877.8	40.0	60.0	9701.5	77.3	71.6	63.5	0.50	20.00	23.1	52	64400	3.60	76000	4.25	18300.0
1980	18426.2	37.8	62.2	8080.0	75.7	92.4	73.6	0.40	20.00	3.8	52	58800	3.19	69500	3.77	18300.0
U.S. NEWS & WORLD REPORT																
1984	2091.9	97.2	2.8	2776.2	90.6	58.4	42.0	1.75	41.00	54.9	52	30985	14.81	48905	23.38	2050.0
1983	2117.4	96.7	3.3	2762.0	90.9	42.9	43.3	1.50	36.00	52.9	51	30985	14.63	48905	23.10	2050.0
1982	2124.5	96.7	3.3	2829.5	93.2	44.3	38.8	1.50	36.00	52.9	51	26935	12.68	42510	20.01	2050.0
1981	2082.8	96.3	3.7	2528.3	93.3	49.7	42.5	1.50	31.00	59.5	51	24310	11.67	38365	18.42	2000.0
1980	2070.3	96.2	3.8	2656.5	92.9	50.7	40.4	1.25	26.00	59.2	51	21940	10.60	34625	16.72	2000.0
News-Biweeklies, Semi-Monthlies																
US																
1984	1012.9	47.5	52.5	631.5	89.5	5.1	32.8	1.25	23.95	29.0	27	14145	13.96	18260	18.03	1100.0
1983	1097.6	47.9	52.1	702.3	88.3	3.8	50.7	1.00	23.95	7.9	26	13035	11.88	16830	15.33	1100.0
1982	1091.9	25.8	74.2	668.0	89.0	3.1	36.5	1.00	23.95	7.9	26	11850	10.85	15300	14.01	1100.0
1981	1088.2	39.7	60.3	653.5	91.1	22.7	31.9	0.95	17.95	27.3	26	10825	9.95	13970	12.84	1100.0
1980	1054.8	31.2	68.8	367.2	84.3	30.5	34.5	0.75	19.50	0.0	26	8090	7.67	10440	9.90	900.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
Photography																
MODERN PHOTOGRAPHY																
1984	714.9	84.7	15.3	542.3	73.6	23.7	88.7	1.95	13.98	40.3	12	27730	38.79	37600	52.59	700.0
1983	679.4	81.8	18.2	525.6	62.3	30.1	86.5	1.75	15.95	24.0	12	25795	37.97	34975	51.48	675.0
1982	669.6	81.6	18.4	437.3	67.7	23.8	89.7	1.75	15.95	24.0	12	24210	36.16	32170	48.04	N.C.
1981	652.0	80.1	19.9	374.2	74.2	16.6	74.7	1.75	15.95	24.0	12	21615	33.15	28725	44.06	N.C.
1980	634.1	81.2	18.8	374.9	73.8	16.1	91.5	1.75	15.95	24.0	12	18505	29.18	24594	38.79	N.C.
Science																
DISCOVER*																
1984	983.9	87.0	13.0	890.1	85.7	65.5	72.5	2.00	22.00	8.3	12	17230	17.51	24990	25.40	935.0
1983	918.3	86.0	14.0	795.9	82.1	70.5	73.1	2.00	22.00	8.3	12	16405	17.86	23800	25.92	850.0
1982	853.6	84.7	15.3	953.4	87.5	77.9	77.9	2.00	20.00	16.7	12	15320	17.95	22225	26.04	750.0
1981	686.5	83.8	16.2	844.5	93.8	89.3	94.6	2.00	18.00	25.0	12	10485	15.27	15210	22.16	600.0
1980	483.7	76.2	23.8	802.3	99.8	87.2	98.9	2.00	18.00	25.0	12	6990	14.45	10140	20.96	400.0
NATURAL HISTORY																
1984	503.5	98.8	1.2	419.4	0.0	100.0	95.7	2.50	18.00	40.0	12	8150	16.19	12000	23.83	485.0
1983	479.6	98.3	1.7	513.2	0.0	100.0	92.6	2.50	18.00	40.0	12	7500	15.64	11100	23.14	465.0
1982	465.0	95.9	4.1	379.5	92.5	100.0	93.2	2.00	15.00	37.5	12	6520	14.02	9780	21.03	460.0
1981	461.2	96.3	3.7	357.7	0.0	100.0	83.2	2.00	15.00	37.5	12	6520	14.14	9780	21.21	460.0
1980	461.1	97.2	2.8	396.3	0.0	100.0	83.4	2.00	15.00	37.5	12	5925	12.85	8890	19.28	460.0
OMNI																
1984	837.3	60.8	39.2	581.4	61.0	68.4	57.0	2.50	24.00	20.0	12	14850	17.74	22275	26.60	825.0
1983	813.9	46.4	53.6	415.6	67.6	77.0	79.2	2.50	24.00	20.0	12	13455	16.53	20185	24.80	825.0
1982	745.0	31.0	69.0	361.7	79.1	41.2	61.2	2.50	24.00	20.0	12	12230	16.42	18350	24.63	825.0
1981	801.2	24.9	75.1	191.7	86.4	92.1	99.1	2.50	24.00	20.0	12	12230	15.26	18350	22.90	825.0
1980	850.8	21.8	78.2	212.6	92.4	42.1	99.2	2.00	24.00	0.0	12	10000	11.75	15000	17.63	800.0
SCIENCE DIGEST																
1984	566.1	66.4	33.6	371.4	83.6	45.9	90.6	2.00	13.97	41.8	12	11850	20.93	15790	27.89	550.0
1983	543.6	61.2	38.8	337.3	86.3	43.4	84.4	2.00	13.97	41.8	12	10920	20.09	14555	26.78	525.0
1982	555.4	56.9	43.1	317.0	86.7	43.8	68.4	2.00	13.97	41.8	12	9925	17.87	13230	23.82	525.0
1981	496.4	46.1	53.9	308.8	82.5	35.2	96.8	2.00	13.97	36.5	11	8100	16.32	10800	21.76	400.0
1980	162.8	70.5	29.5	145.9	55.9	59.5	73.2	2.00	11.97	45.6	11	7200	44.23	9600	58.97	N.C.
SCIENCE 84*																
1984	719.0	88.0	12.0	892.2	96.0	24.2	89.2	2.00	18.00	10.0	10	12500	17.39	17900	24.90	700.0
1983	716.4	88.9	11.1	893.1	96.6	27.5	91.4	2.00	15.00	25.0	10	11836	16.52	16909	23.60	700.0
1982	725.4	89.4	10.6	880.8	99.0	23.2	91.3	2.00	15.00	25.0	10	10780	14.86	15400	21.23	700.0
1981	639.4	91.3	8.7	946.9	97.6	4.3	93.2	2.00	15.00	25.0	10	9450	14.78	13500	21.11	675.0
1980	386.6	98.7	1.3	815.4	98.6	2.5	90.7	2.00	15.00	25.0	10	5200	13.45	7200	18.62	250.0

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
Senior Citizens																
50 PLUS																
1984	315.2	100.0	0.0	341.9	97.6	65.8	94.9	1.50	15.00	16.7	12	5695	18.07	7755	24.60	315.0
1983	287.5	99.9	0.1	270.4	97.2	19.6	96.6	1.50	15.00	16.7	12	4950	17.22	6745	23.46	290.0
1982	273.2	100.0	0.0	269.2	95.6	21.1	78.7	1.50	15.00	16.7	12	4500	16.47	6130	22.44	265.0
1981	223.0	100.0	0.0	352.3	97.4	12.9	50.5	1.50	12.50	30.6	12	3600	16.14	4905	22.00	250.0
1980	179.5	100.0	0.0	189.3	72.8	26.8	70.5	1.25	10.95	27.0	12	2525	14.07	3440	19.16	180.0
MODERN MATURITY*																
1984	10329.1	100.0	0.0	8221.4	0.0	100.0	71.9	0.00	2.00	0.0	6	68590	6.64	76680	7.42	9000.0
1983	9078.4	100.0	0.0	6288.7	0.0	100.0	73.7	0.00	2.00	0.0	6	57160	6.30	69710	7.68	8500.0
1982	8222.2	100.0	0.0	6017.7	0.0	100.0	73.5	0.00	2.00	0.0	6	47630	5.79	58090	7.07	N.C.
1981	7144.3	100.0	0.0	5676.2	0.0	100.0	73.6	0.00	1.80	0.0	6	38975	5.46	48720	6.82	N.C.
1980	6702.4	100.0	0.0	6146.8	0.0	100.0	100.0	0.00	1.80	0.0	6	46400	6.92	58000	8.65	N.C.
Sports																
GOLF DIGEST																
1984	1211.8	92.2	7.8	1116.8	87.5	27.8	91.2	1.95	17.95	23.3	12	23330	19.25	34995	28.88	1200.0
1983	1153.6	91.4	8.6	1053.4	88.7	21.6	90.7	1.75	17.95	14.5	12	21490	18.63	32235	27.94	1150.0
1982	1047.3	90.9	9.1	1021.0	85.9	26.7	86.3	1.50	14.95	16.9	12	17750	16.95	26625	25.42	1010.0
1981	1026.6	91.8	8.2	711.9	85.8	25.2	91.9	1.50	14.95	16.9	12	15865	15.45	23800	23.18	1010.0
1980	1011.0	92.0	8.0	825.8	86.0	25.9	91.4	1.25	14.95	0.3	12	14280	14.12	21420	21.19	1000.0
GOLF (INCORPORATING GOLFING)																
1984	786.4	89.5	10.5	557.8	84.7	5.8	78.5	1.95	15.94	31.9	12	15540	19.76	23325	29.66	770.0
1983	756.5	88.9	11.1	503.3	86.1	10.1	76.1	1.75	15.94	24.1	12	14000	18.51	21010	27.77	725.0
1982	760.6	89.1	10.9	566.7	84.6	10.7	71.8	1.50	13.94	22.6	12	12965	17.05	19450	25.57	725.0
1981	735.8	89.9	10.1	524.7	86.9	17.4	81.8	1.25	11.94	20.4	12	11575	15.73	17365	23.60	725.0
1980	731.9	90.3	9.7	387.8	91.7	17.5	87.3	1.25	11.94	20.4	12	10335	14.12	15505	21.18	725.0
MUSCLE & FITNESS*																
1984	420.1	12.6	87.4	85.5	100.0	72.8	72.1	2.95	29.95	15.4	12	3719	8.85	5020	11.95	N.C.
1983	351.7	11.2	88.8	66.1	99.6	92.2	56.6	2.95	29.95	15.4	12	3719	10.57	5020	14.27	N.C.
1982	283.3	10.5	89.5	32.2	99.5	89.7	74.6	2.95	29.95	15.4	12	2975	10.50	4016	14.18	N.C.
1981	222.0	13.5	86.5	20.2	99.8	93.7	70.2	2.95	29.95	1.5−	10	2975	13.40	4016	18.09	N.C.
1980	177.4	12.5	87.5	6.5	100.0	0.0	100.0	2.50	24.00	4.0	10	1700	9.58	2295	12.94	N.C.
SKI (INCORPORATING SKI LIFE)																
1984	421.6	81.7	18.3	223.1	75.4	8.6	87.6	1.75	11.94	14.7	8	12745	30.23	17495	41.50	430.0
1983	422.4	79.9	20.1	232.7	70.5	9.2	81.4	1.75	11.94	2.5	7	11910	28.20	16350	38.71	410.0
1982	416.5	79.2	20.8	235.1	71.2	5.3	78.1	1.75	11.94	2.5	7	11025	26.47	15140	36.35	410.0
1981	406.9	79.6	20.4	224.2	72.2	15.3	80.4	1.50	11.94	13.7−	7	9845	24.20	13520	33.23	410.0
1980	419.1	78.8	21.2	191.7	78.7	6.1	91.6	1.50	9.94	5.3	7	8790	20.97	12070	28.80	410.0

*See Special Notes - Page 7

Sports (cont.)

SPORT

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	928.7	83.9	16.1	461.8	40.4	56.8	76.9	2.00	12.00	50.0	12	15500	16.69	22600	24.34	930.0
1983	935.5	82.2	17.8	518.5	39.9	49.6	74.8	2.00	12.00	50.0	12	12900	13.79	18800	20.10	900.0
1982	904.6	80.5	19.5	441.1	44.1	59.4	70.2	1.50	12.00	33.3	12	11900	13.15	17400	19.24	900.0
1981	1091.5	86.0	14.0	418.7	55.2	84.5	69.6	1.50	9.97	44.6	12	10000	9.16	14600	13.38	900.0
1980	1213.4	85.5	14.5	734.3	53.7	70.5	76.7	1.25	7.97	46.9	12	12072	9.95	17617	14.52	1200.0

TENNIS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	504.6	91.2	8.8	376.8	79.9	20.7	84.5	1.75	13.95	33.6	12	10520	20.85	15780	31.27	500.0
1983	502.0	90.4	9.6	357.6	77.6	22.1	86.0	1.75	13.95	33.6	12	9980	19.88	14970	29.82	500.0
1982	474.9	88.7	11.3	374.8	70.5	24.2	80.2	1.75	11.95	43.1	12	8500	17.90	12750	26.85	460.0
1981	488.9	89.3	10.7	330.9	57.8	35.1	74.9	1.50	11.95	33.6	12	7450	15.24	11175	22.86	460.0
1980	478.8	88.6	11.4	403.3	48.9	43.8	88.0	1.25	11.95	20.3	12	6710	14.01	10065	21.02	460.0

WORLD TENNIS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	386.0	92.8	7.2	311.0	30.7	67.8	87.5	1.75	11.94	43.1	12	9135	23.67	13685	35.45	385.0
1983	385.8	92.5	7.5	289.4	36.5	62.5	71.4	1.75	15.94	24.1	12	8460	21.93	12670	32.84	385.0
1982	378.3	92.8	7.2	256.0	27.1	71.5	97.6	1.75	15.94	24.1	12	7630	20.17	11425	30.20	375.0
1981	405.3	93.9	6.1	256.7	29.9	68.5	97.0	1.50	11.94	33.7	12	6475	15.98	9695	23.92	350.0
1980	426.1	93.3	6.7	180.6	28.5	68.9	79.4	1.00	9.95	17.1	12	6995	16.42	10495	24.63	427.5

Travel

MICHIGAN LIVING

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	811.1	100.0	0.0	802.0	0.1	100.0	100.0	0.75	6.00	33.3	12	6100	7.52	7500	9.25	N.C.
1983	802.5	100.0	0.0	826.0	0.1	100.0	100.0	0.75	6.00	33.3	12	5700	7.10	7000	8.72	N.C.
1982	812.9	100.0	0.0	817.7	0.0	100.0	100.0	0.75	1.25	86.1	12	5135	6.32	6330	7.79	N.C.
1981	818.0	100.0	0.0	836.3	0.0	100.0	100.0	0.75	1.25	86.1	12	5135	6.28	6330	7.74	N.C.
1980	810.2	100.0	0.0	817.3	0.0	100.0	100.0	0.75	1.25	86.1	12	5135	6.34	6330	7.81	N.C.

MOTORLAND*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1489.7	100.0	0.0	1713.2	0.0	100.0	100.0	0.50	3.00	0.0	6	11300	7.59	14350	9.63	N.C.
1983	1406.5	100.0	0.0	1603.8	0.0	100.0	100.0	0.00	2.00	0.0	6	9240	6.57	11735	8.34	N.C.
1982	1339.1	100.0	0.0	1519.6	0.0	100.0	100.0	0.00	2.00	0.0	6	8422	6.29	10443	7.80	N.C.
1981	1290.3	100.0	0.0	1352.9	0.0	100.0	100.0	0.00	2.00	0.0	6	7520	5.83	9358	7.25	N.C.
1980	1260.0	100.0	0.0	666.2	0.0	100.0	100.0	0.00	2.00	0.0	6	6714	5.33	8355	6.63	N.C.

SIGNATURE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	787.7	100.0	0.0	965.7	97.7	61.1	99.0	2.00	14.50	39.6	12	12260	15.56	15000	19.04	815.0
1983	720.0	99.9	0.1	833.3	95.9	54.7	98.7	2.00	12.00	50.0	12	10660	14.81	13033	18.10	750.0
1982	660.2	100.0	0.0	675.6	95.3	73.8	93.5	1.50	12.00	33.3	12	9189	13.92	11236	17.02	690.0
1981	626.6	100.0	0.0	806.2	85.5	78.2	87.3	1.00	9.00	25.0	12	6688	10.67	8080	12.89	625.0
1980	631.3	100.0	0.0	686.4	98.7	76.1	82.1	1.00	9.00	25.0	12	6080	9.63	7345	11.63	600.0

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
																Travel (cont.)
TRAVEL & LEISURE																
1984	949.3	99.0	1.0	1277.5	99.4	86.5	99.8	2.95	19.00	46.3	12	16740	17.63	22530	23.73	925.0
1983	930.0	98.7	1.3	992.7	99.9	97.7	99.9	2.50	17.00	43.3	12	15560	16.73	20940	22.52	925.0
1982	948.5	99.4	0.6	1045.7	100.0	100.0	100.0	2.50	20.00	33.3	12	14825	15.63	19940	21.02	925.0
1981	960.0	99.9	0.1	996.6	100.0	89.2	100.0	2.50	18.00	40.0	12	13235	13.79	17800	18.54	925.0
1980	950.8	100.0	0.0	1089.2	100.0	73.9	100.0	1.50	17.00	5.6	12	12370	13.01	16330	17.18	925.0
																Women's
COSMOPOLITAN																
1984	2907.1	9.5	90.5	308.6	93.2	28.2	97.9	1.95	24.97	6.7−	12	27180	9.35	36575	12.58	2500.0
1983	3011.2	7.4	92.6	245.1	94.0	28.3	97.8	1.75	24.00	14.3−	12	23905	7.94	32170	10.68	2350.0
1982	2864.3	5.6	94.4	179.7	91.3	29.2	97.4	1.75	24.00	14.3−	12	21535	7.52	28980	10.12	2250.0
1981	2799.5	4.0	96.0	139.0	91.2	31.9	97.0	1.75	24.00	14.3−	12	19940	7.12	26835	9.59	2250.0
1980	2824.9	3.4	96.6	93.0	85.3	97.1	93.7	1.75	24.00	14.3−	12	17580	6.22	23660	8.38	2250.0
ESSENCE																
1984	700.4	70.1	29.9	759.7	95.9	23.9	98.3	1.50	10.00	44.4	12	9100	12.99	13650	19.49	700.0
1983	700.2	68.3	31.7	579.1	98.1	27.4	97.7	1.25	10.00	33.3	12	8670	12.38	13000	18.57	700.0
1982	650.2	67.4	32.6	529.3	97.2	42.0	97.6	1.25	9.00	40.0	12	7540	11.60	11320	17.41	650.0
1981	650.6	70.0	30.0	550.0	98.4	28.6	98.0	1.25	9.00	40.0	12	6855	10.54	10290	15.82	650.0
1980	600.1	68.0	32.0	527.8	98.4	29.3	97.9	1.25	9.00	40.0	12	5770	9.62	8660	14.43	600.0
FAMILY CIRCLE																
1984	6964.4	3.3	96.7	343.0	97.5	97.1	99.1	0.85	14.45	0.0	17	56000	8.04	66650	9.57	7750.0
1983	7251.5	1.8	98.2	203.9	97.5	96.8	97.9	0.75	12.75	0.0	17	63200	8.72	75200	10.37	8000.0
1982	7217.1	0.6	99.4	128.8	96.8	71.1	54.3	0.69	11.97	2.0−	17	57725	8.00	69600	9.64	8000.0
1981	7432.6	0.2	99.8	7.4	88.6	100.0	97.1	0.65	11.00	0.5	17	55100	7.41	66450	8.94	8400.0
1980	7443.3	0.0	100.0	0.0	0.0	0.0	0.0	0.59	0.00	0.0	17	47500	6.38	57270	7.69	8100.0
GOOD HOUSEKEEPING																
1984	5240.5	65.0	35.0	2902.9	94.6	67.7	96.5	1.95	14.97	36.0	12	55185	10.53	69245	13.21	5000.0
1983	5407.0	63.5	36.5	2906.3	92.9	77.0	95.6	1.95	14.97	36.0	12	50860	9.41	63820	11.80	5000.0
1982	5421.2	64.4	35.6	2990.2	92.4	64.1	95.3	1.50	12.97	27.9	12	46235	8.53	58020	10.70	5000.0
1981	5365.7	65.5	34.5	3048.8	91.2	63.5	95.1	1.25	11.97	20.2	12	42030	7.83	52745	9.83	5000.0
1980	5214.9	65.6	34.4	3044.9	90.7	60.3	95.8	1.25	9.97	33.5	12	38210	7.33	47950	9.19	5000.0
LADIES' HOME JOURNAL																
1984	5089.4	80.4	19.6	4720.1	83.7	9.7	37.5	1.50	20.00	11.1−	12	43900	8.63	54000	10.61	5000.0
1983	5226.6	81.9	18.1	3220.6	78.7	11.7	26.4	1.50	17.97	0.2	12	41000	7.84	50400	9.64	5000.0
1982	5170.0	83.8	16.2	3948.7	79.8	21.5	92.6	1.50	17.97	0.2	12	39000	7.54	48000	9.28	5000.0
1981	5521.8	84.3	15.7	3673.3	70.2	65.7	88.5	1.50	9.97	44.6	12	40800	7.39	50200	9.09	5500.0
1980	5502.2	82.5	17.5	3487.1	77.9	48.9	94.3	1.25	9.97	33.5	12	35970	6.54	44600	8.11	5500.0

Women's (cont.)

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
McCALL'S																
1984	6267.7	87.9	12.1	7875.9	94.3	90.9	99.9	1.50	9.95	44.7	12	52560	8.39	64620	10.31	6200.0
1983	6317.8	88.1	11.9	5913.6	87.7	86.3	97.1	1.50	9.95	44.7	12	48670	7.70	59830	9.47	6200.0
1982	6234.6	88.6	11.4	6260.2	80.5	7.1	94.1	1.50	11.95	33.6	12	48670	7.81	59830	9.60	6200.0
1981	6236.3	87.6	12.4	5281.3	77.5	9.7	92.3	1.25	10.95	27.0	12	45860	7.35	56400	9.04	6200.0
1980	6237.2	87.7	12.3	4770.9	72.9	10.6	91.1	1.25	10.95	27.0	12	42450	6.81	52200	8.37	6200.0
MS. MAGAZINE																
1984	469.6	89.9	10.1	284.1	87.7	12.0	96.2	1.75	14.00	33.3	12	7960	16.95	10700	22.79	450.0
1983	484.7	91.5	8.5	419.1	87.0	9.5	93.2	1.50	14.00	22.2	12	7300	15.06	9800	20.22	450.0
1982	494.9	88.8	11.2	541.8	85.2	6.6	94.3	1.50	12.00	27.3	11	7300	14.75	9800	19.80	450.0
1981	485.6	89.5	10.5	394.9	84.5	11.4	90.3	1.25	12.00	20.0	12	6500	13.39	8720	17.96	450.0
1980	475.8	87.5	12.5	437.8	89.9	12.5	91.6	1.25	10.00	33.3	12	6500	13.66	8720	18.33	500.0
NEW WOMAN																
1984	1012.2	38.0	62.0	474.8	99.0	79.0	54.2	1.75	15.00	28.6	12	9405	9.29	12540	12.39	1000.0
1983	1021.3	37.7	62.3	413.3	98.9	76.0	66.3	1.75	15.00	28.6	12	8550	8.37	11400	11.16	1000.0
1982	1081.8	33.9	66.1	364.1	98.9	86.8	57.5	1.75	15.00	22.1	11	11110	10.27	14812	13.69	1300.0
1981	1304.2	30.5	69.5	252.3	98.8	94.9	91.9	1.75	15.00	42.9–	6	11110	8.52	14812	11.36	1200.0
1980	1246.5	32.0	68.0	216.1	98.5	99.2	78.2	1.50	11.00	22.2–	6	8475	6.80	11300	9.07	1200.0
PARENTS																
1984	1687.1	94.6	5.4	1908.7	86.1	5.2	99.0	1.95	18.00	23.1	12	25740	15.26	32950	19.53	1675.0
1983	1693.9	93.9	6.1	2059.3	86.5	8.4	98.1	1.50	14.00	22.2	12	24750	14.61	31680	18.70	1675.0
1982	1640.8	94.2	5.8	1782.5	85.0	8.6	99.1	1.50	12.00	33.3	12	22240	13.55	28475	17.35	1650.0
1981	1560.0	95.1	4.9	1544.5	85.8	10.8	97.7	1.25	12.00	20.0	12	18480	11.85	23660	15.17	1550.0
1980	1502.6	96.9	3.1	1129.1	80.4	11.8	98.3	1.25	9.95	33.7	12	15815	10.53	20235	13.47	1500.0
REDBOOK																
1984	3974.5	83.4	16.6	3267.6	85.2	9.6	92.3	1.50	11.97	33.5	12	35495	8.93	46940	11.81	3800.0
1983	3951.0	84.2	15.8	2262.2	76.3	19.5	88.5	1.50	11.97	33.5	12	32270	8.17	42675	10.80	3800.0
1982	4078.5	83.4	16.6	2708.9	70.0	12.5	85.5	1.50	11.97	33.5	12	32270	7.91	42675	10.46	3800.0
1981	4336.3	81.9	18.1	2724.8	66.6	60.8	82.3	1.50	9.97	44.6	12	33195	7.66	43900	10.12	4300.0
1980	4293.9	80.9	19.1	2783.1	69.8	51.1	89.3	1.25	9.97	33.5	12	29070	6.77	38570	8.98	4300.0
SELF																
1984	1077.9	49.3	50.7	546.9	82.9	87.2	98.7	1.95	12.00	48.7	12	13925	12.92	23725	22.01	1000.0
1983	1088.1	46.8	53.2	640.0	81.9	85.3	98.9	1.75	12.00	42.9	12	12000	11.03	17900	16.45	950.0
1982	1018.9	50.1	49.9	446.6	78.6	81.2	97.7	1.75	12.00	42.9	12	10400	10.21	15500	15.21	900.0
1981	1015.3	51.4	48.6	660.9	87.5	45.6	97.2	1.50	12.00	33.3	12	9250	9.11	13850	13.64	850.0
1980	850.0	53.4	46.6	592.5	89.4	87.7	99.4	1.50	10.00	44.4	12	7100	8.35	10650	12.53	750.0

Women's (cont.)

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
SEVENTEEN																
1984	1719.9	70.5	29.5	1427.6	81.7	73.3	96.6	1.50	13.95	22.5	12	16375	9.52	23725	13.79	1550.0
1983	1606.2	66.5	33.5	1360.5	80.4	88.4	96.1	1.50	11.95	33.6	12	14450	9.00	20900	13.01	1500.0
1982	1497.6	59.7	40.3	1074.8	76.4	85.6	99.3	1.25	11.95	20.3	12	13325	8.90	19250	12.85	1500.0
1981	1475.3	53.5	46.5	981.5	80.0	90.2	99.1	1.25	11.95	20.3	12	11850	8.03	17100	11.59	1500.0
1980	1504.2	53.4	46.6	907.2	81.7	91.7	98.5	1.00	9.95	17.1	12	10525	7.00	15200	10.11	1500.0
SHAPE*																
1984	489.9	24.8	75.2	173.8	88.9	77.3	74.3	1.95	20.00	14.5	12	5535	11.30	7475	15.26	N.C.
1983	401.7	32.9	67.1	271.1	99.7	93.2	30.5	1.95	20.00	14.5	12	4672	11.63	6307	15.70	N.C.
1982	216.0	16.7	83.3	66.3	50.6	91.9	28.7	1.95	20.00	14.5	12	4672	21.63	6307	29.20	N.C.
1981	143.2	4.6	95.4	22.6	100.0	100.0	100.0	1.95	20.00	14.5	12	2040	14.25	2754	19.23	N.C.
1980																
SOAP OPERA DIGEST																
1984	820.6	47.0	53.0	384.4	76.4	35.7	37.5	1.25	26.00	20.0	26	7440	9.07	8680	10.58	675.0
1983	710.1	51.4	48.6	499.5	83.1	18.6	84.2	1.25	24.70	24.0	26	6230	8.77	7270	10.24	650.0
1982	624.2	48.1	51.9	447.2	82.2	20.6	58.1	0.95	21.00	15.0	26	5255	8.42	6130	9.82	650.0
1981	630.6	36.5	63.5	360.2	81.9	30.7	38.2	0.95	21.00	15.0	26	4680	7.42	5460	8.66	650.0
1980	698.5	32.6	67.4	365.3	79.5	85.2	46.9	0.95	11.00	42.1	20	3600	5.15	4200	6.01	650.0
'TEEN																
1984	1002.0	72.4	27.6	747.5	71.4	49.6	99.0	1.50	11.95	33.6	12	9500	9.48	14250	14.22	1000.0
1983	1014.6	68.2	31.8	777.9	67.1	37.9	99.2	1.50	11.95	33.6	12	8970	8.84	13455	13.26	1000.0
1982	1051.9	69.5	30.5	680.1	66.5	58.7	98.0	1.25	11.95	20.3	12	8200	7.80	12750	12.12	1000.0
1981	1066.6	70.1	29.9	847.1	70.4	42.2	86.6	1.25	11.95	20.3	12	7900	7.41	12245	11.48	1000.0
1980	1056.9	72.0	28.0	758.4	61.0	40.3	98.6	1.25	11.95	20.3	12	7350	6.95	11395	10.78	1000.0
TRUE STORY																
1984	1513.2	81.0	19.0	1251.6	89.0	2.4	98.9	1.25	14.95	0.3	12	14630	9.67	19035	12.58	1540.0
1983	1561.8	79.5	20.5	1463.8	87.4	3.1	95.4	1.25	12.95	13.7	12	12965	8.30	16880	10.81	1475.0
1982	1561.6	78.0	22.0	1256.7	91.5	4.1	96.1	1.00	11.95	0.4	12	12345	7.91	16075	10.29	1475.0
1981	1509.3	76.1	23.9	1305.5	81.4	3.3	95.2	1.00	11.95	0.4	12	10330	6.84	13435	8.90	1400.0
1980	1401.3	74.1	25.9	1082.5	64.4	7.5	92.8	1.00	9.95	17.1	12	8905	6.35	11580	8.26	1375.0
WOMAN'S DAY																
1984	6676.7	1.0	99.0	54.6	50.7	98.2	94.5	0.89	13.35	0.0	15	62520	9.36	74850	11.21	7200.0
1983	6989.9	0.7	99.3	46.9	45.5	100.0	93.5	0.79	11.85	0.0	15	56450	8.08	67600	9.67	7200.0
1982	6967.7	0.7	99.3	27.9	14.9	100.0	83.8	0.79	10.35	12.7	15	49370	7.09	59090	8.48	7400.0
1981	6954.2	0.8	99.2	27.3	11.0	100.0	73.1	0.69	10.35	0.0	15	52040	7.48	62320	8.96	7600.0
1980	7667.1	0.5	99.5	27.4	11.7	97.4	69.9	0.59	17.70	100.0–	15	49910	6.51	59760	7.79	N.C.

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Women's (cont.)

WORKBASKET

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1784.1	98.4	1.6	1343.1	99.7	42.8	96.1	1.00	6.00	40.0	10	6250	3.50	8500	4.76	1650.0
1983	1833.7	98.0	2.0	1268.1	99.7	52.6	93.7	1.00	6.00	40.0	10	6250	3.41	8500	4.64	1650.0
1982	1737.4	97.5	2.5	1647.3	99.7	59.9	97.6	0.75	4.00	46.7	10	5760	3.32	7655	4.41	1550.0
1981	1558.3	97.5	2.5	1324.6	99.6	57.7	98.3	0.75	4.00	46.7	10	4935	3.17	6560	4.21	1400.0
1980	1516.9	97.7	2.3	1081.2	99.6	58.3	98.1	0.60	4.00	33.3	10	4580	3.02	6075	4.00	1400.0

WORKING MOTHER

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	518.0	96.8	3.2	1726.9	96.5	97.6	99.1	1.95	11.95	48.9	12	9480	18.30	12580	24.29	500.0
1983	450.4	94.8	5.2	1934.6	94.1	98.9	99.1	1.95	9.95	57.5	12	8850	19.65	11750	26.09	500.0
1982	388.4	90.9	9.1	729.3	91.1	98.7	99.1	1.95	9.95	57.5	12	6420	16.53	8540	21.99	400.0
1981	303.0	79.8	20.2	310.2	86.5	90.5	83.6	1.50	9.95	5.2	7	4380	14.46	5820	19.21	300.0
1980	293.6	73.5	26.5	335.9	85.4	82.7	96.3	1.50	6.95	22.8	6	3300	11.24	4400	14.99	275.0

WORKING WOMAN

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	677.5	96.4	3.6	513.8	73.6	28.4	76.4	2.50	18.00	40.0	12	12900	19.04	17700	26.13	700.0
1983	585.6	95.6	4.4	488.8	62.5	44.2	68.9	2.00	16.00	33.3	12	9500	16.22	13100	22.37	575.0
1982	522.5	95.2	4.8	341.5	58.6	50.7	63.6	2.00	16.00	33.3	12	8275	15.84	11425	21.87	500.0
1981	449.1	93.7	6.3	326.4	51.5	57.2	50.2	1.75	14.00	33.3	12	6100	13.58	8700	19.37	440.0
1980	404.2	91.5	8.5	339.2	56.8	56.7	62.6	1.50	12.00	33.3	12	5200	12.86	7400	18.31	400.0

Women's Fashions, Beauty & Grooming

GLAMOUR

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	2273.4	34.7	65.3	745.2	88.4	63.1	97.0	1.95	15.00	35.9	12	23250	10.23	32800	14.43	2000.0
1983	2224.3	36.6	63.4	797.5	89.7	64.1	96.9	1.75	12.00	42.9	12	20100	9.04	28370	12.75	1900.0
1982	2065.2	37.3	62.7	786.5	88.4	59.8	97.8	1.75	12.00	42.9	12	17250	8.35	24340	11.79	1800.0
1981	2028.0	40.0	60.0	759.0	89.8	64.3	94.9	1.75	12.00	42.9	12	15700	7.74	22130	10.91	1700.0
1980	1891.2	39.1	60.9	802.6	81.5	69.4	92.1	1.50	12.00	33.3	12	13200	6.98	18600	9.84	1700.0

HARPER'S BAZAAR

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	734.8	40.0	60.0	298.0	92.2	34.8	85.2	2.00	16.97	29.3	12	13675	18.61	17210	23.42	675.0
1983	710.2	40.4	59.6	268.6	91.2	36.2	87.4	2.00	16.97	29.3	12	12430	17.50	17980	25.32	650.0
1982	680.6	36.6	63.4	259.4	92.0	36.3	86.8	2.00	14.97	37.6	12	11200	16.46	16200	23.80	650.0
1981	678.2	39.4	60.6	236.7	89.2	40.4	87.0	1.50	14.97	16.8	12	9110	13.43	13170	19.42	600.0
1980	647.7	44.8	55.2	319.5	89.0	33.8	86.3	1.50	14.97	16.8	12	8430	13.02	12190	18.82	600.0

MADEMOISELLE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1187.1	28.4	71.6	360.8	84.8	69.1	95.2	1.95	12.00	48.7	12	14810	12.48	21570	18.17	1100.0
1983	1188.9	29.5	70.5	349.3	83.4	66.2	94.5	1.75	12.00	42.9	12	12850	10.81	18720	15.75	1000.0
1982	1228.6	33.1	66.9	393.0	82.9	65.6	95.3	1.75	12.00	42.9	12	11130	9.06	16280	13.25	1000.0
1981	1126.0	36.4	63.6	428.1	68.9	70.3	92.8	1.75	12.00	42.9	12	9880	8.77	14450	12.83	950.0
1980	1009.3	31.3	68.7	459.8	76.8	74.5	90.3	1.50	10.00	44.4	12	8100	8.03	11850	11.74	900.0

Women's Fashions, Beauty & Grooming (cont.)

VOGUE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1164.0	36.3	63.7	459.0	87.5	83.3	99.2	3.00	24.00	33.3	12	15400	13.23	22000	18.90	950.0
1983	1114.3	38.5	61.5	439.0	87.1	81.8	98.6	3.00	24.00	33.3	12	14000	12.56	20000	17.95	950.0
1982	1215.2	39.8	60.2	438.1	86.6	78.6	99.2	3.00	24.00	33.3	12	12500	10.29	18000	14.81	950.0
1981	1174.2	41.3	58.7	525.9	88.8	78.1	97.3	2.50	18.00	40.0	12	11200	9.54	16200	13.80	950.0
1980	1077.3	41.4	58.6	475.6	89.9	85.8	99.3	2.00	15.00	37.5	12	10440	9.69	15150	14.06	950.0

Youth

BOYS' LIFE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1463.0	100.0	0.0	1644.1	9.2	8.7	73.9	1.00	10.80	10.0	12	11130	7.61	15540	10.62	1475.0
1983	1474.7	100.0	0.0	1740.2	11.2	7.8	75.5	1.00	10.80	10.0	12	10450	7.09	14590	9.89	1475.0
1982	1498.2	100.0	0.0	1798.6	9.5	7.4	73.6	1.00	10.80	10.0	12	9850	6.57	13760	9.18	1475.0
1981	1496.4	100.0	0.0	1704.8	7.5	7.2	71.5	0.80	8.40	12.5	12	9150	6.11	12800	8.55	1475.0
1980	1500.2	100.0	0.0	1831.5	5.8	8.8	73.0	0.80	8.40	12.5	12	8500	5.67	11900	7.93	1400.0

U.S. FIVE YEAR TREND INDICES BY CLASSIFICATION

Automotive

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	107.1	111.3	99.6	117.1
1983	102.6	103.4	101.2	121.7
1982	97.5	97.4	97.8	98.7
1981	99.8	101.1	97.6	93.6
1980	100.0	100.0	100.0	100.0

Brides, Bridal

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	111.1	131.3	109.1	140.4
1983	109.7	125.0	108.2	130.5
1982	111.7	120.3	110.8	118.7
1981	103.4	116.2	102.1	114.5
1980	100.0	100.0	100.0	100.0

Business & Finance

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	111.0	109.4	166.3	161.2
1983	106.6	104.9	162.9	134.4
1982	102.1	100.6	156.9	116.9
1981	99.6	99.4	105.6	107.3
1980	100.0	100.0	100.0	100.0

Campers, RV, Mobile Homes & Trailers

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	99.3	102.0	70.0	184.9
1983	105.1	108.3	70.4	170.6
1982	104.1	106.7	75.8	156.8
1981	99.6	102.5	69.2	172.9
1980	100.0	100.0	100.0	100.0

Computers

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0
1980	0.0	0.0	0.0	0.0

Crafts, Games, Hobbies & Models

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	102.1	97.8	133.2	89.1
1983	99.7	92.4	152.3	88.3
1982	98.2	85.7	189.1	74.8
1981	104.9	98.3	152.4	75.3
1980	100.0	100.0	100.0	100.0

Epicurean

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	115.7	123.2	82.6	151.6
1983	110.0	115.3	86.6	130.5
1982	102.5	104.3	94.9	122.2
1981	104.6	105.2	101.9	109.6
1980	100.0	100.0	100.0	100.0

Fishing & Hunting

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	154.6	164.3	91.2	206.1
1983	150.9	158.9	98.5	195.7
1982	144.3	150.3	104.6	193.9
1981	136.5	141.6	103.0	174.9
1980	100.0	100.0	100.0	100.0

Fraternal, Clubs & Associations

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	97.1	97.1	0.0	96.3
1983	97.4	97.4	0.0	98.3
1982	98.8	98.8	0.0	95.3
1981	99.8	99.8	0.0	100.1
1980	100.0	100.0	0.0	100.0

Gardening

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	110.0	110.0	116.1	126.7
1983	108.4	108.4	110.6	111.2
1982	105.4	105.1	136.1	105.9
1981	105.3	105.3	102.2	97.3
1980	100.0	100.0	100.0	100.0

General Editorial

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	103.8	105.8	92.6	111.8
1983	104.6	105.4	100.5	107.1
1982	104.4	104.8	101.7	105.5
1981	102.5	103.7	96.0	105.3
1980	100.0	100.0	100.0	100.0

Health

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	142.8	138.5	478.9	176.3
1983	125.6	120.9	490.0	166.9
1982	115.2	112.1	357.8	130.8
1981	101.5	101.2	123.5	102.0
1980	100.0	100.0	100.0	100.0

See Page 10 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
Home Service & Home				
1984	115.3	120.5	83.8	131.4
1983	111.9	117.2	79.8	124.6
1982	109.3	112.3	90.6	118.5
1981	105.2	106.2	99.2	105.5
1980	100.0	100.0	100.0	100.0
Mechanics & Science				
1984	96.0	100.7	74.1	134.0
1983	96.7	99.8	82.0	129.9
1982	96.4	97.8	90.1	124.8
1981	96.0	96.6	93.5	105.5
1980	100.0	100.0	100.0	100.0
Men's				
1984	82.8	105.4	73.2	121.8
1983	82.6	102.7	74.0	107.9
1982	89.3	104.8	82.6	116.6
1981	95.5	100.0	93.6	105.9
1980	100.0	100.0	100.0	100.0
Motorcycle				
1984	104.6	127.8	71.2	104.0
1983	110.1	134.0	75.7	104.3
1982	110.0	125.1	88.3	95.0
1981	101.9	109.7	90.7	89.1
1980	100.0	100.0	100.0	100.0
Music				
1984	114.1	123.4	92.6	140.4
1983	108.4	115.7	91.6	114.2
1982	107.5	113.9	92.9	111.4
1981	103.5	108.7	91.7	123.3
1980	100.0	100.0	100.0	100.0
News-Weeklies				
1984	100.5	118.0	77.0	134.2
1983	99.7	114.0	80.4	125.3
1982	98.1	108.7	83.9	112.8
1981	98.6	102.0	94.0	105.9
1980	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
News-Biweeklies, Semi-Monthlies				
1984	96.0	146.2	73.3	172.0
1983	104.1	159.8	78.8	191.3
1982	103.5	85.6	111.6	181.9
1981	103.2	131.3	90.4	178.0
1980	100.0	100.0	100.0	100.0
Photography				
1984	112.7	117.6	91.8	144.7
1983	107.1	107.9	103.8	140.2
1982	105.6	106.1	103.4	116.6
1981	102.8	101.4	108.8	99.8
1980	100.0	100.0	100.0	100.0
Science				
1984	153.9	191.6	87.3	133.0
1983	148.1	174.0	102.0	124.6
1982	142.6	157.8	115.8	121.9
1981	131.5	135.6	124.4	111.7
1980	100.0	100.0	100.0	100.0
Senior Citizens				
1984	154.7	154.7	0.0	135.2
1983	136.1	136.1	0.0	103.5
1982	123.4	123.4	0.0	99.2
1981	107.1	107.1	0.0	95.1
1980	100.0	100.0	0.0	100.0
Sports				
1984	104.5	100.3	128.8	114.8
1983	101.1	96.9	125.8	110.7
1982	95.7	91.8	118.4	107.2
1981	98.2	97.7	101.3	91.1
1980	100.0	100.0	100.0	100.0
Travel				
1984	110.6	110.3	0.0	146.0
1983	105.7	105.3	0.0	130.6
1982	103.0	102.8	0.0	124.5
1981	101.2	101.1	0.0	122.5
1980	100.0	100.0	0.0	100.0

See Page 10 for Listing of Publications by Classification

Women's

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	99.7	107.3	92.3	141.1
1983	101.1	106.5	95.9	122.7
1982	99.4	103.8	95.1	119.0
1981	100.1	102.8	97.5	108.2
1980	100.0	100.0	100.0	100.0

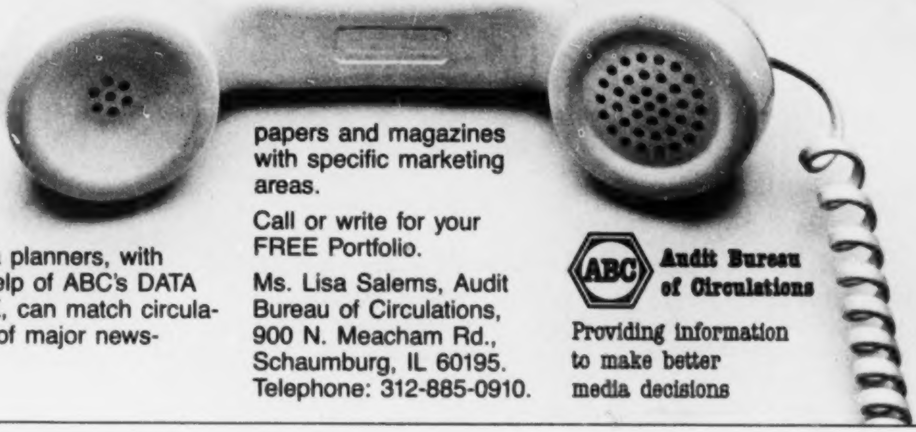
Women's Fashions, Beauty & Grooming

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	115.9	102.8	124.1	90.5
1983	113.2	105.0	118.5	90.1
1982	112.2	106.6	115.7	91.2
1981	108.2	110.1	107.0	94.8
1980	100.0	100.0	100.0	100.0

Youth

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	97.5	97.5	0.0	89.8
1983	98.3	98.3	0.0	95.0
1982	99.9	99.9	0.0	98.2
1981	99.7	99.7	0.0	93.1
1980	100.0	100.0	0.0	100.0

See Page 10 for Listing of Publications by Classification



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CANADIAN MAGAZINES

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ALPHABETICAL LISTING OF CANADIAN PUBLICATIONS

Publication	Section
L'Actualite	French
Alberta Report	English
*Almanach du Peuple Beauchemin	French
Almanach Moderne 1984	French
*Atlantic Insight	English
B.C. Outdoors	English
*Canadian Business	English
Canadian Living	English
*Canadian Workshop	English
*Canadian Yachting Power and Sail	English
Chatelaine	English
Chatelaine (French Edition)	French
*City & Country Home	English
*Clin D'Oeil	French
*Computing Now!	English
*Coup de Peigne	French
*Coup de Pouce	French
*Croc	French
Decoration Chez-Soi	French
*Electronics Today International	English
*Equinox - The Magazine of Canadian Discovery	English
*Filles D'Aujourd'Hui	French
*The Financial Post	English
*Financial Times of Canada	English
Flare	English
Harrowsmith Magazine	English
Hockey News	English
*Les Idees de Ma Maison	French
Legion Magazine	English

Publication	Section
Leisure Ways	English
Le Lundi	French
*M	French
Maclean's - Canada's Weekly Newsmagazine	English
*Marie-Pier	French
The Newfoundland Herald	English
Ontario Out of Doors	English
Orah	English
*Outdoor Canada	English
*Pacific Yachting	English
*Photo Life	English
Quebec Science	French
The Reader's Digest	English
Renovation Bricolage	French
Saturday Night	English
Selection Du Reader's Digest	French
*Sel et Poivre	French
*La Semaine	French
*Sentier Chasse-Peche	French
Sound Canada	English
Time - The Weekly Newsmagazine - In Canada	English
Toronto Life	English
TV Guide	English
TV Hebdo	French
TV Plus	French
Vivre	French
Western Sportsman	English

*See Special Notes - Page 7

CANADIAN PUBLICATIONS BY CLASSIFICATION

Almanacs & Directories
French
*Almanach du Peuple Beauchemin
Almanach Moderne 1984

Boating & Yachting
English
*Canadian Yachting Power & Sail
*Pacific Yachting

Business
English
*Canadian Business
*The Financial Post
*Financial Times of Canada

City Magazines
English
Toronto Life

Computers
English
*Computing Now!
*Electronics Today International

Fishing & Hunting
English
B. C. Outdoors
Ontario Out of Doors
*Outdoor Canada

French
*Sentier Chasse-Peche

Food & Beverage
French
*Sel et Poivre

General Interest
English
*Atlantic Insight
*Equinox - The Magazine of Canadian Discovery

General Interest (cont.)
English (cont.)
Harrowsmith Magazine
Leisure Ways
The Reader's Digest
Saturday Night

French
L'Actualite
*Croc
Selection du Reader's Digest
*La Semaine

Health
French
Vivre

Homes
English
*Canadian Workshop
*City & Country Home

French
Decoration Chez-Soi
*Les Idees de Ma Maison
Renovation Bricolage

News
English
Alberta Report
MacLean's - Canada's Weekly Newsmagazine
Time - The Weekly Newsmagazine - In Canada

Photography
English
*Photo Life

Science & Technology
French
Quebec Science

Sports & Recreation
English
Hockey News
Western Sportsman

TV & Radio
English
The Newfoundland Herald
Sound Canada
TV Guide

French
TV Hebdo
TV Plus

Veterans
English
Legion Magazine

Women's
English
Canadian Living
Chatelaine
Flare
Orah

French
Chatelaine
*Clin D'Oeil
*Coup de Peigne
*Coup de Pouce
*Filles D'Aujourd'Hui
Le Lundi
*M
*Marie-Pier

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INDIVIDUAL PUBLICATION LISTINGS

ENGLISH

Boating & Yachting

CANADIAN YACHTING POWER & SAIL*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	24.0	86.9	13.1	15.5	81.3	43.2	86.7	2.50	20.00	33.3	12	1700	70.83	2315	96.46	N.C.
1983	22.2	84.9	15.1	17.6	82.4	33.6	86.2	2.00	18.00	25.0	12	1580	71.17	2150	96.85	N.C.
1982	20.5	82.2	17.8	12.9	66.6	7.0	87.6	2.00	18.00	25.0	12	1450	70.73	2020	98.54	N.C.
1981	21.1	83.0	17.0	11.4	74.1	19.2	100.0	1.75	15.00	28.6	12	1320	62.56	1890	89.57	N.C.
1980	20.1	81.9	18.1	4.0	77.7	39.0	85.4	1.50	12.00	33.3	12	1148	57.11	1693	84.23	N.C.

PACIFIC YACHTING*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	18.2	65.1	34.9	9.6	100.0	82.4	95.4	2.75	23.00	30.3	12	1425	78.30	2010	110.44	N.C.
1983	18.0	60.9	39.1	8.3	100.0	55.0	100.0	2.50	20.00	33.3	12	1357	75.39	1927	107.06	N.C.
1982	18.8	61.8	38.2	9.8	99.2	91.6	100.0	2.25	18.00	33.3	12	1268	67.45	1872	99.57	N.C.
1981	19.1	63.8	36.2	8.1	98.5	89.4	99.9	2.00	18.00	25.0	12	1196	62.62	1766	92.46	N.C.
1980																

Business

CANADIAN BUSINESS*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	94.8	92.3	7.7	64.2	69.4	47.3	92.5	2.50	24.00	20.0	12	4500	47.47	5800	61.18	N.C.
1983																
1982																
1981																
1980																

THE FINANCIAL POST*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	190.6	96.6	3.4	139.3	83.2	87.2	62.8	1.00	30.95	40.5	52	4170#	21.88	6370#	33.42	N.C.
1983	195.2	96.5	3.5	134.1	86.8	88.2	72.2	1.00	29.50	44.3	53	3860#	19.77	5860#	30.02	N.C.
1982																
1981																
1980																

FINANCIAL TIMES OF CANADA*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	102.7	98.4	1.6	79.6	97.9	96.7	89.8	1.00	22.00	58.5	53	2660#	25.90	3960#	38.56	N.C.
1983	103.6	98.4	1.6	33.5	96.5	95.2	80.6	1.00	17.00	67.3	52	2335#	22.54	3555#	34.31	N.C.
1982																
1981																
1980																

City Magazines

TORONTO LIFE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	93.4	83.9	16.1	59.4	93.6	78.0	96.6	2.50	20.00	55.6	18	4020	43.04	5375	57.55	N.C.
1983	91.1	84.7	15.3	59.2	76.0	83.7	84.3	2.00	16.00	55.6	18	3790	41.60	5070	55.65	N.C.
1982	84.9	82.1	17.9	67.3	83.2	56.6	70.7	2.00	16.00	52.9	17	3475	40.93	4650	54.77	N.C.
1981	71.7	80.5	19.5	47.6	90.7	76.3	83.6	1.50	15.00	41.2	17	2850	39.75	3800	53.00	N.C.
1980	70.3	80.6	19.4	47.0	93.4	82.2	93.8	1.50	12.00	50.0	16	2475	35.21	3325	47.30	N.C.

*See Special Notes - Page 7

#Rates shown are for 7" x 10" "Magazine Page Rate"

Computers

COMPUTING NOW!*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	17.9	66.6	33.4	13.5	78.7	80.5	100.0	2.95	22.95	35.2	12	1650	92.18	2050	114.53	N.C.
1983	14.9	39.4	60.6	5.9	80.2	100.0	100.0	2.75	19.95	39.5	12	1500	100.67	1850	124.16	N.C.
1982																
1981																
1980																

ELECTRONICS TODAY INTERNATIONAL*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	18.2	64.8	35.2	8.1	85.5	92.7	100.0	3.25	19.95	48.8	12	1485	81.59	1885	103.57	N.C.
1983	21.8	54.7	45.3	8.6	90.5	92.3	93.9	2.75	18.95	42.6	12	1350	61.93	1700	77.98	N.C.
1982	18.9	55.6	44.4	8.3	98.6	100.0	99.4	1.95	16.95	27.6	12	1250	66.14	1550	82.01	N.C.
1981	16.6	55.4	44.6	7.9	99.1	98.1	88.4	1.95	16.95	27.6	12	1095	65.96	1345	81.02	N.C.
1980	15.1	52.9	47.1	3.0	100.0	100.0	100.0	1.75	14.00	33.3	12	1095	72.52	1345	89.07	N.C.

Fishing & Hunting

B.C. OUTDOORS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	32.6	81.0	19.0	18.6	100.0	69.0	99.8	2.25	15.95	29.1	10	1496	45.89	2021	61.99	N.C.
1983	29.1	77.6	22.4	25.2	100.0	49.8	99.9	1.75	12.95	26.0	10	1411	48.49	1936	66.53	N.C.
1982	24.6	77.0	23.0	12.8	97.5	66.7	48.5	1.50	8.95	33.7	9	1223	49.72	1698	69.02	N.C.
1981	25.0	81.5	18.5	13.8	94.3	73.7	97.4	1.50	8.95	40.3	10	1223	48.92	1698	67.92	N.C.
1980	27.5	83.1	16.9	16.6	94.4	70.0	100.0	1.25	9.95	33.7	12	1093	39.75	1523	55.38	N.C.

ONTARIO OUT OF DOORS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	51.2	85.7	14.3	27.8	98.6	65.8	96.9	2.50	19.95	20.2	10	2085	40.72	2585	50.49	N.C.
1983	51.5	85.7	14.3	29.6	98.7	54.2	94.2	2.50	17.95	28.2	10	1985	38.54	2485	48.25	N.C.
1982	49.4	84.6	15.4	45.6	62.9	43.1	52.4	2.00	16.00	20.0	10	1890	38.26	2390	48.38	N.C.
1981	47.0	84.9	15.1	20.3	98.2	68.6	93.4	2.00	16.00	11.1	9	1687	35.89	2137	45.47	N.C.
1980	45.8	86.9	13.1	22.1	97.5	95.1	88.9	1.50	12.00	20.0	10	1493	32.60	1913	41.77	N.C.

OUTDOOR CANADA*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	131.6	93.2	6.8	83.2	58.4	76.6	66.7	1.75	11.77	15.9	8	3940	29.94	4665	35.45	113.0
1983	112.7	90.7	9.3	26.9	38.4	82.6	73.6	1.75	11.77	12.1–	6	4730	41.97	5600	49.69	95.0
1982																
1981																
1980																

General Interest

ATLANTIC INSIGHT*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	52.6	92.3	7.7	31.9	83.6	0.2	84.6	1.95	22.00	6.0	12	2610	49.62	3475	66.06	N.C.
1983	48.3	89.9	10.1	45.9	87.7	3.0	54.9	1.95	22.00	6.0	12	2510	51.97	3340	69.15	N.C.
1982																
1981	61.4	86.8	13.2	30.7	88.9	76.7	98.0	2.00	17.00	15.0	10	2250	36.64	3000	48.86	N.C.
1980	64.7	83.1	16.9	66.0	88.4	27.0	97.4	2.00	15.00	31.8	11	1950	30.14	2600	40.19	N.C.

*See Special Notes - Page 7

ENGLISH (cont.)

General Interest (cont.)

EQUINOX - THE MAGAZINE OF CANADIAN DISCOVERY*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	146.3	92.1	7.9	135.7	88.5	48.1	95.5	3.50	17.00	19.0	6	5400	36.91	7550	51.61	145.0
1983	130.0	91.1	8.9	106.3	91.7	52.7	94.8	3.25	17.00	12.8	6	4980	38.31	6960	53.54	125.0
1982	116.2	88.2	11.8	168.0	99.5	56.2	99.9	2.95	17.00	4.0	6	4220	36.32	5900	50.77	75.0
1981																
1980																

HARROWSMITH MAGAZINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	144.6	86.0	14.0	100.8	82.3	68.3	99.9	3.00	15.00	16.7	6	4125	28.53	5575	38.55	145.0
1983	140.7	83.9	16.1	114.3	88.0	61.3	94.4	3.00	15.00	16.7	6	3700	26.30	5000	35.54	N.C.
1982	149.7	82.4	17.6	117.6	95.9	62.1	99.1	2.50	13.50	10.0	6	3700	24.72	5000	33.40	N.C.
1981	155.2	77.3	22.7	83.4	97.7	57.3	97.2	1.95	13.50	13.5	8	3700	23.84	5000	32.22	N.C.
1980	148.7	76.2	23.8	92.5	98.4	83.5	99.9	1.50	12.00	0.0	8	2925	19.67	3900	26.23	N.C.

LEISURE WAYS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	487.7	100.0	0.0	510.5	0.0	48.0	100.0	0.60	2.50	40.5	7	4200	8.61	5400	11.07	N.C.
1983	396.1	100.0	0.0	434.6	0.0	100.0	100.0	1.00	2.50	64.3	7	3750	9.47	4950	12.50	N.C.
1982	357.3	100.0	0.0	381.6	0.0	100.0	100.0	0.60	2.50	40.5	7	3135	8.77	4465	12.50	N.C.
1981	339.3	100.0	0.0	368.4	0.0	100.0	100.0	0.60	2.50	40.5	7	2850	8.40	4060	11.97	N.C.
1980	256.3	100.0	0.0	290.2	0.0	100.0	100.0	0.60	2.00	52.4	7	2375	9.27	3385	13.21	N.C.

READER'S DIGEST

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1312.8	93.0	7.0	1216.3	95.8	38.5	99.3	1.69	16.57	18.3	12	14850	11.31	19165	14.60	N.C.
1983	1329.8	92.6	7.4	1299.0	93.8	31.1	99.4	1.50	15.46	14.1	12	13750	10.34	17745	13.34	N.C.
1982	1318.9	92.6	7.4	1333.0	98.3	11.5	99.2	1.50	14.46	19.7	12	12935	9.81	16695	12.66	N.C.
1981	1297.1	91.3	8.7	1228.6	97.3	18.3	99.3	1.25	12.96	13.6	12	12205	9.41	15750	12.14	N.C.
1980	1294.4	91.5	8.5	1289.8	97.7	15.1	99.1	1.25	11.96	20.3	12	10945	8.46	14125	10.91	N.C.

SATURDAY NIGHT

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	138.6	94.9	5.1	59.8	67.1	45.3	63.6	3.25	33.00	15.4	12	4060	29.29	4870	35.14	N.C.
1983	136.3	95.0	5.0	64.7	59.0	44.0	61.9	2.50	24.00	20.0	12	4060	29.79	5800	42.55	N.C.
1982	131.3	94.6	5.4	56.5	63.6	41.1	63.2	2.00	21.00	12.5	12	4060	30.92	5800	44.17	N.C.
1981	129.1	93.4	6.6	56.8	56.2	51.7	58.5	1.75	15.00	22.1	11	4060	31.45	5800	44.93	N.C.
1980	120.2	94.1	5.9	55.1	54.1	58.3	62.6	1.25	10.00	20.0	10	3550	29.53	5050	42.01	N.C.

Homes

CANADIAN WORKSHOP*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	65.1	90.8	9.2	99.8	87.9	51.3	73.2	2.25	21.00	22.2	12	2360	36.25	2960	45.47	N.C.
1983	64.2	88.0	12.0	27.5	90.5	40.0	45.4	2.25	21.00	22.2	12	2250	35.05	2725	42.45	N.C.
1982	55.5	72.9	27.1	40.4	86.2	100.0	96.5	2.25	21.00	22.2	12	2250	40.54	2725	49.10	N.C.
1981	49.6	67.3	32.7	33.7	100.0	100.0	100.0	2.00	18.00	25.0	12	2000	40.32	2450	49.40	N.C.
1980	54.6	64.9	35.1	12.3	100.0	100.0	100.0	2.00	18.00	25.0	12	1850	33.88	2300	42.12	N.C.

*See Special Notes - Page 7

Homes (cont.)

CITY & COUNTRY HOME*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	95.6	90.3	9.7	73.1	99.5	0.4	96.5	3.00	24.00	0.0	8	4790	50.10	6275	65.64	N.C.
1983	102.9	85.1	14.9	27.2	99.2	16.2	99.5	2.50	10.00	0.0	4	4560	44.31	5975	58.07	N.C.
1982	89.6	83.3	16.7	78.6	99.4	0.2	99.7	2.00	8.00	0.0	4	4200	46.88	5550	61.94	N.C.
1981																
1980																

News

ALBERTA REPORT

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	59.0	93.7	6.3	56.0	75.0	100.0	76.6	2.00	57.00	46.2	53	2365	40.08	3270	55.42	N.C.
1983	58.4	93.4	6.6	53.5	76.8	100.0	75.5	2.00	57.00	44.1	51	2230	38.18	3085	52.83	N.C.
1982	53.1	91.8	8.2	50.7	81.0	100.0	75.2	2.00	54.00	47.1	51	1725	32.49	2390	45.01	N.C.
1981	49.0	91.5	8.5	48.2	93.3	100.0	79.7	1.75	49.00	45.1	51	1500	30.61	2075	42.35	N.C.
1980	43.1	94.3	5.7	43.2	100.0	100.0	79.3	1.25	39.00	40.0	52	1250	29.00	1730	40.14	N.C.

MACLEAN'S - CANADA'S WEEKLY NEWSMAGAZINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	644.5	96.9	3.1	458.3	70.5	44.0	72.3	1.50	32.50	59.1	53	13285	20.61	18015	27.95	N.C.
1983	643.6	96.9	3.1	480.7	68.3	36.3	59.7	1.25	32.50	50.0	52	12435	19.32	16865	26.20	N.C.
1982	636.8	96.7	3.3	524.0	68.2	26.5	64.2	1.25	26.00	60.0	52	11840	18.59	16060	25.22	N.C.
1981	641.1	96.4	3.6	443.1	72.8	18.1	58.3	1.00	26.00	50.0	52	10985	17.13	14905	23.25	N.C.
1980	635.9	96.3	3.7	426.9	73.7	28.4	51.3	1.00	19.50	62.5	52	10170	15.99	13800	21.70	N.C.

TIME - THE WEEKLY NEWSMAGAZINE - IN CANADA

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	355.8	91.5	8.5	428.5	96.2	60.9	45.5	1.75	58.25	37.2	53	5820	16.36	9165	25.76	335.0
1983	333.1	88.7	11.3	352.5	97.9	72.1	53.6	1.75	48.75	46.4	52	5195	15.60	8180	24.56	320.0
1982	325.6	87.4	12.6	295.5	97.5	65.1	67.3	1.75	48.75	46.4	52	4725	14.51	7420	22.79	315.0
1981	319.9	86.1	13.9	293.8	97.9	66.7	62.3	1.50	41.00	47.4	52	4455	13.93	6995	21.87	315.0
1980	331.8	86.5	13.5	316.9	98.4	80.4	58.8	1.50	39.00	50.0	52	3960	11.93	6215	18.73	315.0

Photography

PHOTO LIFE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	69.0	94.0	6.0	56.6	64.5	36.2	66.8	2.00	17.95	25.2	12	4325	62.68	5875	85.14	N.C.
1983	66.3	92.2	7.8	50.3	28.4	22.6	35.4	1.75	14.95	28.8	12	4145	62.52	5715	86.20	N.C.
1982	63.9	91.3	8.7	20.9	30.4	37.8	31.4	1.50	14.95	9.4	11	4875	76.29	6725	105.24	N.C.
1981																
1980																

Sports & Recreation

THE HOCKEY NEWS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	108.6	76.5	23.5	70.5	96.6	73.9	70.8	1.50	24.95	58.4	40	1815	16.71	2315	21.32	N.C.
1983	109.3	72.9	27.1	75.1	88.9	97.5	95.8	1.50	22.95	59.7	38	1696	15.52	2196	20.09	N.C.
1982	106.0	68.8	31.2	54.6	86.3	100.0	96.7	1.25	18.95	59.0	37	1696	16.00	2196	20.72	N.C.
1981	100.9	71.3	28.7	54.6	85.3	79.1	93.9	1.25	20.95	54.7	37	1475	14.62	2100	20.81	N.C.
1980	95.8	72.2	27.8	56.7	89.3	100.0	78.0	1.00	15.95	56.9	37	1250	13.05	1875	19.57	N.C.

*See Special Notes - Page 7

ENGLISH (cont.)
Sports & Recreation (cont.)

WESTERN SPORTSMAN

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	26.4	92.7	7.3	9.9	100.0	88.8	75.7	2.50	10.95	9.5–	4	963	36.48	1413	53.52	N.C.
1983	24.5	92.3	7.7	11.9	100.0	87.4	76.2	2.00	6.95	13.1	4	860	35.10	1335	54.49	N.C.
1982	22.5	95.3	4.7	12.6	100.0	89.9	76.1	2.00	6.95	30.5	5	780	34.67	1205	53.56	N.C.
1981	21.5	95.7	4.3	11.3	100.0	82.9	77.1	1.50	5.75	4.2	4	725	33.72	1100	51.16	N.C.
1980	19.2	96.9	3.1	10.9	100.0	83.7	72.0	1.50	5.75	4.2	4	625	32.55	950	49.48	N.C.

TV & Radio

THE NEWFOUNDLAND HERALD

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	35.9	2.7	97.3	1.5	100.0	100.0	46.6	1.00	45.00	13.5	52	910	25.35	1585	44.15	N.C.
1983	34.8	2.5	97.5	1.3	100.0	100.0	27.5	1.00	45.00	15.1	53	825	23.71	1425	40.95	N.C.
1982	30.9	2.2	97.8	0.7	100.0	100.0	59.1	1.00	45.00	13.5	52	750	24.27	1350	43.69	N.C.
1981	48.6	1.4	98.6	0.8	100.0	100.0	82.8	1.00	45.00	13.5	52	750	15.43	1350	27.78	N.C.
1980	50.0	0.9	99.1	0.6	100.0	100.0	67.9	0.50	18.00	30.8	52	630	12.60	1205	24.10	N.C.

SOUND CANADA

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	59.1	94.8	5.2	25.8	27.6	78.0	68.6	1.50	11.99	27.3	11	3236	54.75	4261	72.10	N.C.
1983	63.2	95.3	4.7	28.3	47.1	72.3	65.1	1.50	11.99	33.4	12	3236	51.20	4261	67.42	N.C.
1982	44.9	95.2	4.8	42.7	31.9	99.1	74.5	1.50	11.99	33.4	12	3236	72.07	4261	94.90	N.C.
1981	41.8	93.9	6.1	24.5	34.1	99.9	72.6	1.50	11.99	33.4	12	2140	51.20	2818	67.42	N.C.
1980	49.9	97.6	2.4	16.5	24.9	99.4	72.9	1.25	10.00	33.3	12	1878	37.64	2463	49.36	N.C.

TV GUIDE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	808.4	42.1	57.9	430.7	96.8	76.7	65.1	0.79	29.98	27.0	52	10240	12.67	12800	15.83	N.C.
1983	819.6	38.3	61.7	408.8	98.8	55.3	57.4	0.75	29.98	24.6	53	9660	11.79	12075	14.73	N.C.
1982	873.4	33.1	66.9	365.0	96.7	61.6	66.2	0.75	29.98	23.1	52	9030	10.34	11285	12.92	N.C.
1981	939.4	31.3	68.7	292.2	96.8	51.6	58.9	0.60	25.98	5.9	46	8360	8.90	10450	11.12	N.C.
1980	979.5	29.0	71.0	360.0	97.2	58.4	59.8	0.60	21.98	29.6	52	7590	7.75	9515	9.71	N.C.

Veterans

LEGION MAGAZINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	537.8	100.0	0.0	602.6	0.2	95.8	100.0	1.00	3.00	75.0	12	7100	13.20	8365	15.55	N.C.
1983	532.1	100.0	0.0	593.0	0.2	100.0	99.9	1.00	3.00	72.7	11	4590	8.63	5400	10.15	N.C.
1982	518.2	100.0	0.0	574.3	0.2	100.0	100.0	0.35	3.00	28.6	12	4590	8.86	5400	10.42	N.C.
1981	508.9	100.0	0.0	562.6	0.2	99.8	100.0	0.35	3.00	28.6	12	3675	7.22	4975	9.78	N.C.
1980	492.2	100.0	0.0	546.2	0.2	99.9	100.0	0.35	3.00	28.6	12	3270	6.64	4505	9.15	N.C.

Women's

CANADIAN LIVING

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	475.1	45.9	54.1	265.1	99.9	99.2	99.9	1.79	15.98	31.3	13	9915	20.87	11660	24.54	N.C.
1983	433.2	42.3	57.7	211.8	100.0	97.5	99.9	1.49	14.98	16.2	12	6940	16.02	8165	18.85	N.C.
1982	367.0	37.4	62.6	198.2	100.0	99.6	99.4	1.25	11.98	20.1	12	6035	16.44	7100	19.35	N.C.
1981	326.2	26.9	73.1	124.6	100.0	98.2	99.9	0.99	9.95	16.2	12	5295	16.23	6230	19.10	N.C.
1980	270.0	13.3	86.7	90.0	100.0	97.7	99.8	0.89	7.98	25.3	12	4135	15.31	4870	18.04	N.C.

Women's (cont.)

CHATELAINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	1092.0	92.5	7.5	529.6	72.0	37.2	83.9	1.50	12.00	33.3	12	17390	15.92	22295	20.42	N.C.
1983	1101.8	96.2	3.8	630.1	69.4	26.0	81.2	1.50	10.00	44.4	12	16105	14.62	20645	18.74	N.C.
1982	1077.6	91.8	8.2	611.9	68.6	24.3	84.9	1.25	8.00	46.7	12	15340	14.24	19660	18.24	N.C.
1981	1060.6	92.2	7.8	638.3	74.9	16.9	88.8	1.00	8.00	33.3	12	14075	13.27	18035	17.00	N.C.
1980	1034.6	93.0	7.0	545.7	74.9	27.7	87.7	1.00	8.00	33.3	12	12820	12.39	16425	15.88	N.C.

FLARE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	213.6	87.8	12.2	92.4	46.7	39.9	71.2	1.50	10.00	39.4	11	5690	26.64	7620	35.67	N.C.
1983	204.0	89.1	10.9	121.6	40.7	43.1	68.3	1.50	9.00	40.0	10	5325	26.10	7130	34.95	N.C.
1982	199.1	87.6	12.4	86.3	32.6	56.8	59.5	1.25	7.50	40.0	10	5070	25.46	6790	34.10	N.C.
1981	192.2	84.6	15.4	110.6	35.6	38.0	61.4	1.00	7.50	25.0	10	4620	24.04	6190	32.21	N.C.
1980	181.7	86.1	13.9	71.9	41.7	43.2	76.3	1.00	7.50	25.0	10	4145	22.81	5550	30.54	N.C.

ORAH

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	14.2	100.0	0.0	4.5	0.0	100.0	95.3	0.00	2.05	0.0	5	593	41.76	N.A.	N.A.	N.C.
1983	14.3	100.0	0.0	3.1	0.0	100.0	94.2	0.00	2.05	0.0	6	516	36.08	N.A.	N.A.	N.C.
1982	14.3	100.0	0.0	4.7	0.0	100.0	93.1	0.00	2.05	0.0	6	449	31.40	659	46.08	N.C.
1981	14.2	100.0	0.0	4.0	0.0	100.0	94.7	0.00	2.05	0.0	6	449	31.62	659	46.41	N.C.
1980	14.8	100.0	0.0	6.8	0.0	100.0	92.9	0.00	2.05	0.0	8	449	30.34	659	44.53	N.C.

CANADIAN (ENGLISH) FIVE YEAR TREND INDICES BY CLASSIFICATIONS

Boating & Yachting

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	210.0	198.2	263.9	627.5
1983	200.0	180.6	288.9	647.5
1982	195.5	172.7	300.0	567.5
1981	200.0	180.0	291.7	487.5
1980	100.0	100.0	100.0	100.0

Business

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0
1980	0.0	0.0	0.0	0.0

City Magazines

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	132.9	138.3	110.3	126.4
1983	129.6	136.2	102.2	126.0
1982	120.8	122.9	111.8	143.2
1981	102.0	101.8	102.9	101.3
1980	100.0	100.0	100.0	100.0

Computers

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	239.1	296.3	174.6	720.0
1983	243.0	222.5	266.2	483.3
1982	125.2	131.3	118.3	276.7
1981	109.9	115.0	104.2	263.3
1980	100.0	100.0	100.0	100.0

Fishing & Hunting

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	293.9	307.8	211.3	334.9
1983	263.7	269.4	230.2	211.1
1982	101.0	96.8	125.5	150.9
1981	98.2	96.2	110.4	88.1
1980	100.0	100.0	100.0	100.0

General Interest

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	121.1	124.8	82.6	114.6
1983	115.8	118.4	88.4	115.1
1982	110.0	112.1	88.6	114.7
1981	105.2	105.6	100.7	98.6
1980	100.0	100.0	100.0	100.0

Homes

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	294.3	410.7	79.7	405.7
1983	306.0	407.1	119.8	444.7
1982	265.8	325.1	156.3	967.5
1981	90.8	94.4	84.4	274.0
1980	100.0	100.0	100.0	100.0

News

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	104.8	107.0	76.1	119.8
1983	102.4	103.6	86.9	112.7
1982	100.5	101.0	93.8	110.6
1981	99.9	99.8	101.4	99.8
1980	100.0	100.0	100.0	100.0

Photography

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0
1980	0.0	0.0	0.0	0.0

Sports & Recreation

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	117.4	122.6	100.7	118.9
1983	116.3	116.5	115.8	128.7
1982	111.7	107.4	125.7	99.4
1981	106.4	105.4	109.9	97.5
1980	100.0	100.0	100.0	100.0

TV & Radio

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	83.7	119.2	67.8	121.5
1983	85.0	112.5	72.7	116.3
1982	87.9	99.8	82.6	108.3
1981	95.4	100.2	93.2	84.2
1980	100.0	100.0	100.0	100.0

Veterans

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	109.3	109.3	0.0	110.3
1983	108.1	108.1	0.0	108.6
1982	105.3	105.3	0.0	105.1
1981	103.4	103.4	0.0	103.0
1980	100.0	100.0	0.0	100.0

See Page 39 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
Women's									
1984	119.6	122.3	110.0	124.8					
1983	116.8	123.1	94.7	135.3					
1982	110.5	112.5	103.3	126.1					
1981	106.1	106.3	105.7	122.8					
1980	100.0	100.0	100.0	100.0					

See Page 39 for Listing of Publications by Classification

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FRENCH

Almanacs & Directories

ALMANACH DU PEUPLE BEAUCHEMIN*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	106.5	0.0	100.0	0.0	0.0	0.0	0.0	4.50	0.00	0.0	1	950	8.92	1550	14.55	N.C.
1983																
1982																
1981																
1980																

ALMANACH MODERNE 1984

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	109.0	0.0	100.0	0.0	0.0	0.0	0.0	3.95	0.00	0.0	1	1660	15.23	2500	22.94	N.C.
1983	108.6	0.0	100.0	0.0	0.0	0.0	0.0	3.95	0.00	0.0	1	1660	15.29	2500	23.02	N.C.
1982	107.0	0.0	100.0	0.0	0.0	0.0	0.0	3.25	0.00	0.0	1	1660	15.51	2500	23.36	N.C.
1981	133.2	0.0	100.0	0.0	0.0	0.0	0.0	3.50	0.00	0.0	1	1660	12.46	2500	18.77	N.C.
1980	129.0	0.0	100.0	0.0	0.0	0.0	0.0	3.50	0.00	0.0	1	1660	12.87	2500	19.38	N.C.

Fishing & Hunting

SENTIER CHASSE-PECHE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	71.9	75.1	24.9	33.4	100.0	100.0	100.0	2.75	23.00	24.0	11	3250	45.20	4000	55.63	N.C.
1983	80.2	80.0	20.0	34.4	100.0	100.0	100.0	2.50	21.00	23.6	11	3110	38.78	3860	48.13	N.C.
1982	84.8	81.5	18.5	32.4	100.0	100.0	100.0	2.50	19.95	27.5	11	N.A.	N.A.	N.A.	N.A.	N.C.
1981	39.4	55.8	44.2	12.5	100.0	100.0	100.0	2.25	18.00	27.3	11	N.A.	N.A.	N.A.	N.A.	N.C.
1980	41.2	40.2	59.8	6.8	100.0	100.0	100.0	2.00	18.00	18.2	11	1465	35.56	1950	47.33	N.C.

Food & Beverage

SEL ET POIVRE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	47.7	28.8	71.2	11.7	100.0	88.4	100.0	2.50	24.00	20.0	12	1725	36.16	2200	46.12	N.C.
1983	46.8	19.7	80.3	10.7	100.0	87.5	99.9	2.50	24.00	20.0	12	1545	33.01	2020	43.16	N.C.
1982	42.0	11.7	88.3	7.0	100.0	82.9	100.0	2.50	24.00	20.0	12	1425	33.93	1900	45.24	N.C.
1981	47.0	3.2	96.8	2.4	100.0	100.0	46.6	2.00	18.00	25.0	12	1250	26.60	1725	36.70	N.C.
1980																

General Interest

L'ACTUALITE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	262.9	93.7	6.3	95.4	70.6	38.4	75.7	1.50	12.00	33.3	12	5905	22.46	7775	29.57	N.C.
1983	252.3	94.2	5.8	127.9	62.1	31.6	73.5	1.50	10.00	44.4	12	5490	21.76	7230	28.66	N.C.
1982	240.5	93.6	6.4	103.9	59.7	30.5	72.9	1.25	8.00	46.7	12	5225	21.73	6885	28.63	N.C.
1981	240.2	94.1	5.9	107.9	67.0	21.3	80.7	1.00	8.00	33.3	12	4880	20.32	6435	26.79	N.C.
1980	238.4	95.1	4.9	100.1	78.9	23.6	82.1	1.00	8.00	33.3	12	4455	18.69	5875	24.64	N.C.

CROC*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	73.3	18.2	81.8	13.2	100.0	100.0	0.0	2.50	21.00	30.0	12	2100	28.65	2500	34.11	N.C.
1983	74.3	17.2	82.8	13.8	100.0	100.0	0.0	2.50	18.00	40.0	12	2100	28.26	2500	33.65	N.C.
1982	58.8	10.6	89.4	9.8	100.0	100.0	1.7	2.50	18.00	40.0	12	1400	23.81	2000	34.01	N.C.
1981	45.5	14.5	85.5	4.4	100.0	100.0	0.0	2.25	18.00	20.0	10	825	18.13	1275	28.02	N.C.
1980	40.0	14.0	86.0	4.5	100.0	100.0	100.0	2.00	16.00	33.3	12	825	20.63	1275	31.88	N.C.

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*See Special Notes - Page 7

General Interest (cont.)

SELECTION DU READER'S DIGEST

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	348.3	92.8	7.2	361.8	99.8	43.0	98.8	1.69	16.57	18.3	12	5385	15.46	6580	18.89	N.C.
1983	329.7	91.5	8.5	317.1	99.8	37.9	99.0	1.50	15.46	14.1	12	4810	14.59	5875	17.82	N.C.
1982	318.7	91.4	8.6	298.3	99.8	24.1	98.9	1.50	14.46	19.7	12	4500	14.12	5495	17.24	N.C.
1981	318.7	91.1	8.9	306.8	99.8	41.2	98.8	1.25	12.96	13.6	12	4245	13.32	5185	16.27	N.C.
1980	324.8	91.1	8.9	307.7	99.5	35.0	97.8	1.25	11.96	20.3	12	3690	11.36	4510	13.89	N.C.

LA SEMAINE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	63.6	0.4	99.6	0.4	100.0	100.0	0.0	1.49	65.00	16.1	52	1200	18.87	1500	23.58	N.C.
1983	66.2	0.0	100.0	0.0	0.0	0.0	0.0	1.00	0.00	0.0	18	N.A.	N.A.	N.A.	N.A.	N.C.
1982																
1981																
1980																

Health

VIVRE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	19.3	38.7	61.3	7.2	100.0	0.2	100.0	1.99	21.00	12.1	12	980	50.78	1380	71.50	N.C.
1983	20.7	23.9	76.1	5.3	100.0	42.2	99.9	1.99	19.00	20.4	12	980	47.34	1380	66.67	N.C.
1982	29.8	20.1	79.9	4.6	42.6	86.4	97.5	1.95	19.00	18.8	12	850	28.52	1250	41.95	N.C.
1981	34.7	17.8	82.2	8.3	25.9	79.0	99.1	1.95	19.00	18.8	12	850	24.50	1250	36.02	N.C.
1980	32.9	14.1	85.9	4.5	100.0	96.4	99.9	1.75	18.00	14.3	12	850	25.84	1250	37.99	N.C.

Homes

DECORATION CHEZ-SOI

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	67.2	33.8	66.2	16.9	100.0	94.6	100.0	2.50	24.00	20.0	12	N.A.	N.A.	3350	49.85	N.C.
1983	76.6	28.8	71.2	21.7	100.0	83.9	99.9	2.50	24.00	20.0	12	N.A.	N.A.	3350	43.73	N.C.
1982	84.4	28.4	71.6	22.6	100.0	74.7	100.0	2.50	24.00	20.0	12	N.A.	N.A.	3350	39.69	N.C.
1981	100.0	25.5	74.5	28.0	100.0	89.2	100.0	2.25	20.00	25.9	12	N.A.	N.A.	3025	30.25	N.C.
1980	105.4	20.1	79.9	25.7	100.0	89.4	100.0	2.00	18.00	18.2	11	N.A.	N.A.	2750	26.09	N.C.

LES IDEES DE MA MAISON*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	52.5	16.0	84.0	13.9	100.0	66.8	100.0	2.50	24.00	20.0	12	N.A.	N.A.	2750	52.38	N.C.
1983	60.4	1.5	98.5	1.7	100.0	96.6	100.0	2.50	24.00	20.0	12	N.A.	N.A.	2000	33.11	N.C.
1982																
1981																
1980																

RENOVATION BRICOLAGE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	39.1	66.5	33.5	21.9	100.0	84.4	99.8	2.50	24.00	20.0	12	2100	53.71	2575	65.86	N.C.
1983	41.6	70.0	30.0	25.1	100.0	90.6	100.0	2.50	24.00	20.0	12	2000	48.08	2475	59.50	N.C.
1982	50.4	76.3	23.7	36.2	100.0	69.4	100.0	2.25	21.00	22.2	12	2000	39.68	2475	49.11	N.C.
1981	57.0	72.2	27.8	43.4	100.0	92.9	100.0	2.25	20.00	25.9	12	1780	31.23	2230	39.12	N.C.
1980	59.2	64.2	35.8	38.7	100.0	100.0	100.0	2.00	15.00	37.5	12	1650	27.87	2100	35.47	N.C.

*See Special Notes - Page 7

FRENCH (cont.)

Science & Technology

QUEBEC SCIENCE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	19.9	77.0	23.0	12.0	66.3	99.1	99.9	2.95	25.00	29.4	12	1500	75.38	1900	95.48	N.C.
1983	20.4	73.9	26.1	12.5	65.9	99.0	99.8	2.95	23.00	35.0	12	1400	68.63	1750	85.78	N.C.
1982	21.1	76.7	23.3	12.4	73.0	98.9	99.8	2.95	23.00	35.0	12	1315	62.32	1645	77.96	N.C.
1981	22.2	74.5	25.5	12.7	62.6	99.1	98.7	2.50	21.00	30.0	12	1195	53.83	1495	67.34	N.C.
1980	21.0	73.1	26.9	14.9	66.5	99.3	98.3	2.25	19.00	29.6	12	1095	52.14	1220	58.10	N.C.

TV & Radio

TV HEBDO

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	228.0	10.9	89.1	30.6	99.8	23.0	97.0	0.85	35.95	18.7	52	3155	13.84	4320	18.95	N.C.
1983	233.1	5.2	94.8	22.1	99.5	33.8	90.9	0.75	35.95	7.8	52	2995	12.85	4075	17.48	N.C.
1982	252.6	3.6	96.4	10.6	98.9	76.4	79.9	0.75	35.95	7.8	52	2825	11.18	3845	15.22	N.C.
1981	272.5	3.6	96.4	8.4	98.6	73.9	81.4	0.65	32.00	5.3	52	2520	9.25	3433	12.60	N.C.
1980	277.0	3.8	96.2	11.4	98.7	74.1	76.5	0.60	28.60	8.3	52	2250	8.12	3065	11.06	N.C.

TV PLUS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	24.9	0.6	99.4	0.1	100.0	100.0	76.1	0.80	37.44	10.0	52	250	10.04	N.A.	N.A.	N.C.
1983	31.0	0.7	99.3	0.2	100.0	100.0	76.1	0.70	33.95	8.5	53	235	7.58	N.A.	N.A.	N.C.
1982	30.6	0.9	99.1	0.3	100.0	100.0	79.0	0.70	33.95	6.7	52	220	7.19	N.A.	N.A.	N.C.
1981	37.5	0.9	99.1	0.2	100.0	100.0	79.8	0.60	29.00	7.1	52	400	10.67	N.A.	N.A.	N.C.
1980	50.6	0.6	99.4	0.4	100.0	84.6	83.1	0.50	23.00	11.5	52	385	7.61	N.A.	N.A.	N.C.

Women's

CHATELAINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	299.0	93.0	7.0	117.4	77.8	34.6	82.8	1.50	12.00	33.3	12	5895	19.72	7565	25.30	N.C.
1983	300.5	92.6	7.4	162.8	61.1	37.1	79.1	1.50	10.00	44.4	12	5410	18.00	6940	23.09	N.C.
1982	294.0	92.6	7.4	153.9	62.4	30.8	81.1	1.25	8.00	46.7	12	5150	17.52	6610	22.48	N.C.
1981	291.8	93.1	6.9	147.4	67.4	23.6	85.8	1.00	8.00	33.3	12	4725	16.19	6065	20.78	N.C.
1980	285.0	94.6	5.4	170.3	80.9	27.3	87.7	1.00	8.00	33.3	12	4305	15.11	5525	19.39	N.C.

CLIN D'OEIL*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	85.3	15.0	85.0	10.1	100.0	96.1	100.0	2.95	28.00	27.0	13	2545	29.84	3020	35.40	N.C.
1983	76.2	10.5	89.5	9.9	100.0	76.8	99.9	2.50	24.00	20.0	12	2545	33.40	3020	39.63	N.C.
1982	58.4	8.1	91.9	5.7	100.0	73.8	100.0	2.50	24.00	20.0	12	2135	36.56	2610	44.69	N.C.
1981	52.0	6.5	93.5	4.6	100.0	94.1	100.0	2.25	20.00	25.9	12	1900	36.54	2375	45.67	N.C.
1980	66.9	1.3	98.7	1.6	100.0	100.0	100.0	2.00	15.00	25.0	10	1150	17.19	1600	23.92	N.C.

COUP DE PEIGNE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1984	42.7	9.3	90.7	6.5	100.0	0.4	100.0	2.50	12.00	20.0	6	1275	29.86	1675	39.23	N.C.
1983	42.8	0.8	99.2	1.1	100.0	0.0	100.0	2.25	11.00	18.5	6	850	19.86	1250	29.21	N.C.
1982																
1981																
1980																

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.

Women's (cont.)

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
COUP DE POUCE*																
1984	172.3	30.2	69.8	68.5	100.0	36.3	63.8	1.49	16.09	8.0−	10	3930	22.81	4625	26.84	N.C.
1983																
1982																
1981																
1980																
FILLES D'AUJOURD'HUI*																
1984	24.1	31.3	68.7	8.9	100.0	1.3	100.0	2.25	21.00	22.2	12	980	40.66	1380	57.26	N.C.
1983	25.3	19.6	80.4	6.0	100.0	46.1	100.0	1.99	19.00	20.4	12	980	38.74	1380	54.55	N.C.
1982	30.3	16.5	83.5	4.8	100.0	98.1	100.0	1.99	19.00	20.4	12	850	28.05	1250	41.25	N.C.
1981	31.1	11.5	88.5	5.2	32.1	100.0	100.0	1.99	19.00	20.4	12	N.A.	N.A.	N.A.	N.A.	N.C.
1980																
LE LUNDI																
1984	99.1	12.9	87.1	12.0	100.0	100.0	100.0	1.50	66.66	14.5	52	1870	18.87	2495	25.18	N.C.
1983	117.4	9.4	90.6	12.9	100.0	100.0	100.0	1.50	66.66	16.2	53	1725	14.69	2300	19.59	N.C.
1982	116.7	5.7	94.3	7.4	100.0	100.0	65.5	1.29	55.55	17.2	52	1575	13.50	2100	17.99	N.C.
1981	104.9	8.2	91.8	7.7	100.0	100.0	66.0	1.25	49.40	24.0	52	1575	15.01	2100	20.02	N.C.
1980	119.8	3.2	96.8	11.0	100.0	100.0	52.7	1.15	44.44	25.7	52	1200	10.02	1650	13.77	N.C.
M*																
1984	66.4	38.4	61.6	22.4	100.0	100.0	100.0	2.00	19.00	20.8	12	1310	19.73	1750	26.36	N.C.
1983	58.4	26.7	73.3	17.2	100.0	100.0	100.0	2.00	19.00	20.8	12	1200	20.55	1600	27.40	N.C.
1982																
1981																
1980																
MARIE-PIER*																
1984	27.1	5.0	95.0	0.8	100.0	100.0	100.0	1.50	68.00	12.8	52	940	34.69	1245	45.94	N.C.
1983	46.4	2.1	97.9	1.7	100.0	100.0	100.0	1.50	59.00	25.8	53	865	18.64	1150	24.78	N.C.
1982	40.9	1.0	99.0	0.2	100.0	100.0	100.0	1.25	55.00	15.4	52	1575	38.51	2100	51.34	N.C.
1981																
1980																

*See Special Notes - Page 7

CANADIAN (FRENCH) FIVE YEAR TREND INDICES BY CLASSIFICATIONS

Almanacs & Directories

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	167.1	0.0	167.1	0.0
1983	84.2	0.0	84.2	0.0
1982	82.9	0.0	82.9	0.0
1981	103.3	0.0	103.3	0.0
1980	100.0	0.0	100.0	0.0

Fishing & Hunting

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	174.5	325.3	72.8	491.2
1983	194.7	386.7	65.0	505.9
1982	205.8	416.3	63.8	476.5
1981	95.6	132.5	70.7	183.8
1980	100.0	100.0	100.0	100.0

Food & Beverage

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0
1980	0.0	0.0	0.0	0.0

General Interest

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	124.0	110.4	220.0	114.2
1983	119.8	104.5	227.1	111.3
1982	102.5	98.9	127.2	99.9
1981	100.2	99.0	108.7	101.6
1980	100.0	100.0	100.0	100.0

Health

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	58.7	163.0	41.7	160.0
1983	62.9	106.5	55.8	117.8
1982	90.6	130.4	84.1	102.2
1981	105.5	134.8	100.7	184.4
1980	100.0	100.0	100.0	100.0

Homes

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	96.5	96.5	96.5	81.8
1983	108.5	88.0	120.0	75.3
1982	81.9	105.6	68.6	91.3
1981	95.4	112.7	85.7	110.9
1980	100.0	100.0	100.0	100.0

Science & Technology

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	94.8	99.4	82.1	80.5
1983	97.1	98.1	94.6	83.9
1982	100.5	105.2	87.5	83.2
1981	105.7	107.1	101.8	85.2
1980	100.0	100.0	100.0	100.0

TV & Radio

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	77.2	231.5	71.9	260.2
1983	80.6	113.9	79.5	189.0
1982	86.4	87.0	86.4	92.4
1981	94.6	93.5	94.7	72.9
1980	100.0	100.0	100.0	100.0

Women's

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1984	173.0	143.7	213.7	134.8
1983	141.4	116.4	176.2	115.7
1982	114.5	105.4	127.3	94.0
1981	101.7	104.7	97.5	90.2
1980	100.0	100.0	100.0	100.0

See Page 39 for Listing of Publications by Classification

A3385-1.W

1986 Magazine Trend Report

Five-year circulation and advertising rate trends
of 141 U.S. and 55 Canadian magazines.

Audit Bureau of Circulations

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ABC Magazine Trend Report

1981-1985

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FOREWORD

PURPOSE. The 1986 ABC Magazine Trend Report is published primarily for advertisers, advertising agencies and publishers interested in objective information on a large number of ABC-audited magazines.

This report includes circulation and advertising rate data for 141 U.S. and 55 Canadian ABC magazine members. The data in this edition have been compiled for the five year period from 1981-1985. U.S. magazines are grouped according to general interest categories which correspond to the publications' main listing in Standard Rate & Data's Consumer Magazine edition. The Canadian magazines are listed in two sections - English and French - and grouped according to general interest categories which correspond to the publications' main listing in Canadian Advertising Rates & Data.

CRITERIA. To be included in this report, a U.S. magazine must have an ABC-audited average paid circulation of at least 300,000 and an annual advertising revenue of at least $1,000,000. Canadian magazines must be ABC members.

PUBLICATIONS. The 1986 Edition includes eight new U.S. and four new Canadian magazine listings:

New U.S. Publications	**New Canadian Publications**
Crafts	The Canadian Shopper
Skiing	Coup de Pouce Extra
Success!	Quebec Yachting Voile & Moteur
Sylvia Porter's Personal Finance Magazine	Touring & Travel
Traveler	
Vanity Fair	
Venture	
Video	

Previously listed publications not included in this edition are: Computing Now!, Electronics Today International, Legion Magazine, Leisure Ways, La Semaine, (Canada).

DATA FOR EACH MAGAZINE INCLUDES:

Average paid circulation
Percent of subscription and single copy sales
Total subscription sales
Subscription and single copy prices, with percent discount
Advertising page rates - black & white and four color
Cost per page per thousand circulation
Advertising Rate Base/Circulation Guarantee

In addition to the data provided on individual publications, indices are provided for each of the classifications. These tables use 1981 as the base year (if available) and show percentage changes for each subsequent year for the first four data items.

FOREWORD (cont.)

EXPLANATION OF DATA ITEMS AND SOURCES.

Average Paid Circulation. This figure, rounded to the nearest hundred, is a weighted average determined from Average Total Paid Circulation reported in Paragraph 1 of June and December Publisher's Statements and/or Initial Audit Reports (see Special Notes, page 7).

Percentage Subscription/Newsstand. Determined from same information used for Average Paid Circulation (above).

Total Subscriptions Sold. This figure, rounded to the nearest hundred, is the sum of the Totals reported in Paragraphs 3-6 of June and December statements.

Percentage by Mail-Dir. Determined by dividing the sum of lines 5a. from June and December statements by Total Subscriptions Sold (above).

Percentage at Basic Rates. Determined by dividing the sum of lines 3a., 3b. and 3d. from June and December statements by Total Subscriptions Sold (above). NOTE: To maintain comparability with the data shown in previously issued ANA reports, all subscriptions sold at prices other than those reported as being sold at "lower than basic prices" have been included in the calculation of the "%@ Basic Rates." Accordingly, subscriptions sold at "higher than basic prices" and those sold at "association subscription prices" are included in the percentage of subscriptions sold at basic rates.

Percentage 1-3 Years. Determined by dividing the sum of lines 4c. from June and December statements by Total Subscriptions Sold (above).

Single Copy Price/1 Yr. Sub. Price/% Disc. Information is taken from the December 31st reports of each year and reflect information in effect as of December 31st of each year. All prices shown reflect those noted as "Basic." The percent discount is based on the difference between the one year subscription price versus the single copy price multiplied by the total number of issues for the year.

Advertising Rates. For U.S. publications, the four color and black & white rates shown are those reported in effect as of December 31 of each year, based on Standard Rate and Data Services' Consumer Magazine issues. The advertising rates for Canadian publications were compiled from January 1982-1986 issues of Canadian Advertising Rates & Data.

Cost per Thousand. Determined by dividing the advertising rate by the average paid circulation and multiplying by 1,000.

Rate Base/Circulation Guarantee. Information on each publication's advertising rate base/circulation guarantee was obtained from released ABC Audit Reports. The abbreviation "N.C." (none claimed) appears for any year a publication may not have reported a rate base/circulation guarantee.

FUTURE EDITIONS. The next edition of this report will incorporate 1986 data. Suggestions for making future editions more useful are welcomed.

GENERAL INFORMATION RELATING TO CIRCULATION METHODS USED BY PUBLISHERS

Audit Bureau of Circulations (ABC) reports provide quantitative facts on circulation, not qualitative measures of the relative merits of circulation methods. However, ABC figures provide a basis for questions to publishers regarding the use of various channels of distribution and selling techniques.

The publisher's selection of circulation sources is based primarily on the economics of each source for the particular publication, its long-range and short-range effects on the publication and over-all circulation objectives.

The following may be helpful in attaining a better understanding of the various channels of distribution used by magazine publishers and reported on in ABC Publisher's Statements and Audit Reports.

A. Single Copy Sales (Paragraph 1)

Single-copy sales are obtained through newsdealers, supermarkets, drugstores, confectionery stores, tobacco shops, hotels and other retail outlets. It has been stated that although the continuity of purchase of a magazine in this manner is more likely to be on an irregular basis, the act of buying is generally believed to indicate strong interest in the magazine purchased.

At the same time, special interest publications and others may place less emphasis on the importance of having single-copy circulation because of inherent marketing factors for reaching target audiences in the most economical manner.

Bulk and all other. This circulation is explained in Paragraph 11 of ABC reports. Normally such circulation includes multiple-copy sales of an individual issue to a single source and may be a part of a promotion program by the bulk purchaser.

B. Channels of Subscription Sales (Paragraph 5)

(a) Ordered by mail and/or direct request.

Usually this method of subscription procurement is considered by many publications to be the most important and profitable method of obtaining renewal subscriptions. It is frequently claimed that this is the largest source of new subscriptions and often represents the greatest number of subscription sales reported by ABC member magazines.

Using this method of subscription procurement, publishers can to a large extent direct their subscription promotion efforts to specific markets or prospects of predetermined and known characteristics. Renewals are generally solicited by mail and many publishers believe that new subscriptions "ordered by mail and/or direct request" produce a higher renewal rate.

Since it is considered difficult to utilize individualized sales approaches for this method of subscription solicitations, especially for new business, offers frequently include short-term "introductory" subscriptions at a special price, long-term subscriptions at substantial savings, or "sweepstakes" offers. Apparently, the use of combination offers or the offer of premiums are less frequently used as a procurement method for this type of subscription.

(b) Ordered through salespeople.

1. *Catalog agencies and individual agents.* The bulk of the subscription production from this source is generally in the form of institutional orders for schools, libraries, etc. Often this kind of business is solicited on a bid basis for magazine lists preselected by the institution. Copies sold through this source would seem more likely to have high multiple readership.
2. *Publisher's own and other publishers' salespeople and* -
3. *Independent agencies' salespeople.* Field selling staffs may be directly supervised by publisher personnel or they may be independently owned and operated. They may opt to sell on a direct contact basis or they may be sponsored by a local civic or charitable organization.

Field selling staffs are usually composed of "professionals" who depend on selling subscriptions as their livelihood. In order to validate that the sales staff of these agencies conform to the policies of the agency and/or publisher and the rules under which they are authorized (which might stipulate no sympathy appeals, full payment of the authorized price under the payment plan authorized, proper use of premiums or combinations, etc.), many publishers endeavor to verify a percentage of the orders by mail and/or field surveys and supervision.

It is generally felt that abuses in this type of selling are less frequent today than in the past. This can be attributed to the efforts of the Magazine Publishers Association, the Federal Trade Commission and individual publishers.

It is considered normal practice for field selling staffs, whether publisher-owned or independent, sponsored or unsponsored, to receive a higher commission rate than independent agents or subagents of catalog agencies. This could be either in the form of cash bonuses or lower remitting rates.

4. *Newspaper agencies.* Practically all subscriptions received through this channel are sold in combination with newspapers. It is customary to have one specified newspaper included in every combination offer. The combination usually will include several magazines, selected by the subscribers.

   Sales are made by the newspapers' carrier staffs or through a mail solicitation effort conducted by the newspaper.

5. *Members of schools, churches, fraternal and similar organizations.* Sales in this category differ from the sponsored sales of field staffs in that the sale is made by members of the school, church or other organization rather than by a professional salesperson.

   Generally, the student or organization member sells from a brochure listing many different titles. While friendship or a willingness to help out a good cause may enter into the decision to purchase, in entering into such a sale the customer nonetheless selects the magazine or magazines of their choice from the list.

(c) Association memberships.

Subscription prices of magazines issued by associations are often included in the annual dues and are non-deductible from those dues. In these cases the publisher usually has control over selling methods. The subscriber does not have the choice of free selection.

Some associations permit the member to deduct the price of a subscription to the publication from the dues. In these instances the subscriber makes the choice when joining the association or renewing the membership.

In either case, the method is explained in ABC reports, Paragraph 11 - Explanatory.

(d) All other channels.

When production is generated from other channels, these other channels are described in Paragraph 11.

C. Other Factors Influencing Circulation

Use of Premiums (Paragraph 6)

Premiums given with magazine subscriptions may be "free" to the subscriber, in that no additional charge is made for the premium, or an additional charge may be made for the premium. ABC rules require that such sales be properly reported.

One type of premium frequently used is a book containing the same general kinds of material as in the magazine. This is a "related" premium and usually indicates reader appeal in the subject matter appearing in the publication.

The second type of premium often used is "unrelated" to the magazine. Use of this kind of premium may have a significant influence on the subscription purchase.

The ABC rule on premiums requires that in order for the subscription to qualify as paid, the amount paid by the subscriber must equal the full value of the premium, plus not less than 50 percent of the basic subscription price of the publication for terms of one year or less. For terms of more than one year, it must be at least 50% of the pro rata of the basic annual prices for the term of the order. The value of the premium is either determined by a stated value or one based on cost plus 25 percent. The highest figure is the one used.

Duration of Subscriptions Sold (Paragraph 4)

While for many years it was considered to the publisher's advantage to obtain original and renewal subscriptions for as long a period as possible, the effect of current inflationary trends on postage and production costs is such that many publishers prefer to limit the number of long-term subscriptions and their long-term obligation at current prices.

At the other end of the scale, short-term subscriptions of less than one year's duration are generally considered worthwhile to the publisher only if they can be converted to longer-term renewals or to meet specified short-term circulation objectives.

Long-term subscriptions are frequently obtained through field staff solicitations while shorter "introductory" offers are usually associated with direct mail new business offers. The relative worth of one year subscriptions vs. two, three years or more, from a readership and responsiveness standpoint is subject to differing evaluations.

Post Expiration Copies (Paragraph 7)

Some publishers follow a policy terminating subscriptions promptly at expiration. Others consider serving additional copies past the expiration date as a good method of obtaining renewals and assuring continuity of service to the subscriber.

If copies are served consecutively without missing an issue, ABC rules permit including the copies served beyond expiration in paid circulation up to three months for domestic and six months for foreign subscriptions, providing at least 50 percent of the basic annual subscription price was paid originally. Subscriptions carried as post expiration copies beyond the specified period must be omitted from the paid circulation count.

Cost of Obtaining Circulation

Data on the costs of circulation acquisition do not appear in ABC reports as they represent confidential and internal operating costs of the publisher. Questions to publishers may sometimes elicit considerable information on costs, but such figures may be difficult to analyze and to compare unless it is known what factors may be included or excluded.

It is generally agreed that high-cost circulation is usually poor economics for the publisher over the long run; it may represent a poor investment for the reader if editorial quality is impaired to support it; and a poor buy for the advertiser if it does not produce interested and responsive readers.

At the same time, the cost of circulation acquisition should be considered in terms of the overall life of the subscription. Some subscription sources may have an initially higher cost or involve considerable investment by the publisher, but will represent more economical or low-cost circulation to the publisher over the long run because of a high renewal performance.

SPECIAL NOTES

Not all of the publications included in this report were magazine members of ABC during the entire period of 1981 through 1985. As only ABC circulation data were used, no information has been shown in the report for those years that the publication did not hold ABC magazine membership.

The following information pertains to those magazines not having trend data for the full five year period covered by this report.

U.S. PUBLICATIONS:

American Health-Fitness of Body and Mind - Initial Audit covered the six-month period ended June 30, 1982.

The American Hunter - Initial Audit covered the six-month period ended June 30, 1981.

The American Rifleman - Initial Audit covered the six-month period ended June 30, 1981.

Consumers Digest - Initial Audit covered the six-month period ended June 30, 1981.

Family Computing - Initial Audit covered the six-month period ended December 31, 1983.

High Technology - Initial Audit covered the six-month period ended December 31, 1982.

Home Magazine - Initial Audit covered the six-month period ended June 30, 1981.

Shape - Initial Audit covered the six-month period ended December 31, 1981.

Sylvia Porter's Personal Finance Magazine - Initial Audit covered the six-month period ended December 31, 1983.

Traveler - Initial Audit covered the six-month period ended June 30, 1984.

Vanity Fair - Initial Audit covered the three-month period ended September 30, 1983.

CANADIAN PUBLICATIONS:

Almanach du Peuple - Initial Audit covered the 1984 Edition.

Atlantic Insight - Figures are not shown for calendar year 1982 as publication was under voluntary temporary suspension of report service.

Canadian Business - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for Canadian Business, effective with the Publisher's Statement covering the period ended June 30, 1984.

The Canadian Shopper - Initial Audit covered the six-month period ended June 30, 1985.

City & Country Home - Initial Audit covered the six-month period ended December 31, 1982.

Coup de Peigne - Initial Audit covered the six-month period ended December 31, 1983.

Coup de Pouce - Initial Audit covered the six-month period ended June 30, 1984.

Coup de Pouce Extra - Initial Audit covered the six-month period ended December 31, 1985.

Equinox-The Magazine of Canadian Discovery - Initial Audit covered the six-month period ended June 30, 1982.

Filles D'Aujourd'Hui - Initial Audit covered the six-month period ended June 30, 1981.

The Financial Post - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for The Financial Post effective with the Publisher's Statement covering the period ended June 30, 1983.

SPECIAL NOTES (cont.)

Financial Times of Canada - The Bureau's Board of Directors approved a transfer from Business Publication to Magazine for the Financial Times of Canada effective with the Publisher's Statement covering the period ended December 31, 1983.

Les Idees de Ma Maison - Initial Audit covered the six-month period ended December 31, 1983.

M - Initial Audit covered the six-month period ended December 31, 1983.

Marie-Pier - Initial Audit covered the six-month period ended December 31, 1982.

Outdoor Canada - Initial Audit covered the six-month period ended December 31, 1983.

Pacific Yachting - Initial Audit covered the six-month period ended June 30, 1981.

Photo Life - Initial Audit covered the six-month period ended December 31, 1982.

Quebec Yachting Voile & Moteur - Initial Audit covered the six-month period ended December 31, 1985.

Sel et Poivre - Initial Audit covered the six-month period ended December 31, 1981.

Touring & Travel - Initial Audit covered the six-month period ended June 30, 1985.

ALPHABETICAL LISTING OF U.S. PUBLICATIONS

Publication	Classification
*American Health-Fitness of Body and Mind	Health
*American Hunter, The	Fishing & Hunting
American Legion Magazine, The	Fraternal, Clubs & Associations
*American Rifleman, The	Fishing & Hunting
Americana	Home Service & Home
Architectural Digest	Home Service & Home
Atlantic, The	General Editorial
Better Homes & Gardens	Home Service & Home
Blair & Ketchum's Country Journal	Home Service & Home
Bon Appetit	Epicurean
Boys' Life	Youth
Bride's	Brides, Bridal
Business Week	Business & Finance
Car Craft	Automotive
Car and Driver	Automotive
Changing Times	General Editorial
Colonial Homes	Home Service & Home
*Consumers Digest	General Editorial
Cosmopolitan	Women's
Country Living	Home Service & Home
Crafts	Crafts, Games, Hobbies & Models
Cycle World	Motorcycle
Discover	Science
Ebony	General Editorial
Elks Magazine, The	Fraternal, Clubs & Associations
Esquire Magazine	Men's
Essence	Women's
Family Circle	Women's
*Family Computing	Computers
Family Handyman, The	Home Service & Home
Field & Stream	Fishing & Hunting
50 Plus	Senior Citizens
Flower & Garden Magazine	Gardening
Food & Wine, Guide to Good Taste, The	Epicurean
Forbes	Business & Finance
Fortune	Business & Finance
Games	Crafts, Games, Hobbies & Models
GQ-Gentlemen's Quarterly	Men's
Glamour	Women's Fashions, Beauty & Grooming
Golf Digest	Sports
Golf (Incorporating Golfing)	Sports
Good Housekeeping	Women's
Gourmet	Epicurean
Grit	General Editorial
Guns & Ammo	Fishing & Hunting
Harper's Bazaar	Women's Fashions, Beauty & Grooming
Health	Health
High Fidelity	Music
*High Technology	Business & Finance
*Home Magazine	Home Service & Home
Home Mechanix	Mechanics & Science
Homeowner, The	Home Service & Home
Hot Rod	Automotive
House Beautiful	Home Service & Home
House & Garden	Home Service & Home
Inc.	Business & Finance
Jet	News-Weeklies
Ladies' Home Journal	Women's
Life	General Editorial
Mademoiselle	Women's Fashions, Beauty & Grooming
McCall's	Women's
Metropolitan Home	Home Service & Home
Michigan Living	Travel
Modern Bride	Brides, Bridal
Modern Maturity	Senior Citizens
Modern Photography	Photography
Money	General Editorial
Mother Earth News	General Editorial
Motor Trend	Automotive
Motorland	Travel
Ms. Magazine	Women's
Muscle & Fitness	Sports
National Geographic Magazine	General Editorial
National Lampoon	Men's
Nation's Business	Business & Finance
Natural History	Science
New Shelter	Home Service & Home
New Woman	Women's
New York Magazine	News-Weeklies
New Yorker, The	General Editorial
Newsweek	News-Weeklies
Omni	Science
1,001 Home Ideas	Home Service & Home
Outdoor Life	Fishing & Hunting
Parents	Women's
Penthouse	Men's
People Weekly	News-Weeklies
Playboy	Men's
Popular Mechanics	Mechanics & Science
Popular Science	Mechanics & Science
Prevention	Health
Psychology Today	General Editorial
Reader's Digest	General Editorial
Redbook	Women's
Road & Track	Automotive
Rodale's Organic Gardening	Gardening
Rolling Stone	Music
Saturday Evening Post	General Editorial
Savvy	Business & Finance
Science Digest	Science
Science 85	Science
Self	Women's
Seventeen	Women's
*Shape	Women's
Signature	Travel
Ski (Incorporating Ski Life)	Sports
Skiing	Sports
Smithsonian	General Editorial
Soap Opera Digest	Women's
Southern Living	Home Service & Home
Sport	Sports
Sporting News, The	News-Weeklies
Sports Afield	Fishing & Hunting
Sports Illustrated	News-Weeklies
Star, The	General Editorial
Success!	General Editorial
Sunset	Home Service & Home
*Sylvia's Porter Personal Finance Magazine	Business & Finance
'Teen	Women's
Tennis	Sports
Time	News-Weeklies
Town & Country	General Editorial
Trailer Life	Campers, RV, Mobile Homes & Trailers
*Traveler	Travel
Travel & Leisure	Travel
True Story	Women's
TV Guide	News-Weeklies
Us	News-Biweeklies, Semi-Monthlies
U.S. News & World Report	News-Weeklies
*Vanity Fair	General Editorial
Venture	Business & Finance
Video	TV & Radio/Communications & Electronics
Vogue	Women's Fashions, Beauty & Grooming
Weight Watchers	Epicurean
Woman's Day	Women's
Workbasket, The	Women's
Workbench	Home Service & Home
Working Mother	Women's
Working Woman	Women's
World Tennis	Sports
Yankee	General Editorial

*See Special Notes - Page 7

U.S. PUBLICATIONS BY CLASSIFICATION

Automotive
Car Craft
Car and Driver
Hot Rod
Motor Trend
Road & Track

Brides, Bridal
Bride's
Modern Bride

Business & Finance
Business Week
Forbes
Fortune
*High Technology
Inc.
Nation's Business
Savvy
*Sylvia Porter's Personal Finance Magazine
Venture

Campers, RV, Mobile Homes & Trailers
Trailer Life

Computers
*Family Computing

Crafts, Games, Hobbies & Models
Crafts
Games

Epicurean
Bon Appetit
Food & Wine, The Guide to Good Taste
Gourmet
Weight Watchers Magazine

Fishing & Hunting
*American Hunter, The
*American Rifleman, The
Field & Stream
Guns & Ammo
Outdoor Life
Sports Afield

Fraternal, Clubs & Associations
American Legion Magazine, The
Elks Magazine, The

Gardening
Flower & Garden Magazine
Rodale's Organic Gardening

General Editorial
Atlantic, The
Changing Times
*Consumers Digest
Ebony
Grit
Life
Money

General Editorial (cont.)
Mother Earth News, The
National Geographic Magazine, The
New Yorker, The
Psychology Today
Reader's Digest
Saturday Evening Post, The
Smithsonian
Star, The
Success!
Town & Country
*Vanity Fair
Yankee

Health
*American Health-Fitness of Body & Mind
Health
Prevention

Home Service & Home
American
Architectural Digest
Better Homes and Gardens
Blair & Ketchum's Country Journal
Colonial Homes
Country Living
Family Handyman, The
*Home Magazine
Homeowner, The
House Beautiful
House & Garden
Metropolitan Home
New Shelter
1,001 Home Ideas
Southern Living
Sunset
Workbench

Mechanics & Science
Home Mechanix
Popular Mechanics
Popular Science

Men's
Esquire Magazine
GQ-Gentlemen's Quarterly
National Lampoon
Penthouse
Playboy

Motorcycle
Cycle World

Music
High Fidelity
Rolling Stone

News-Weeklies
Jet
New York Magazine
Newsweek
People Weekly
Sporting News, The
Sports Illustrated
Time-The Weekly News Magazine
TV Guide
U.S. News & World Report

News-Biweeklies, Semi-Monthlies
Us

Photography
Modern Photography

Science
Discover
Natural History
Omni
Science Digest
Science 85

Senior Citizens
50 Plus
Modern Maturity

Sports
Golf Digest
Golf (Incorporating Golfing)
Muscle & Fitness
Ski (Incorporating Ski Life)
Skiing
Sport
Tennis
World Tennis

Travel
Michigan Living
Motorland
Signature
Travel & Leisure
*Traveler

TV & Radio/Communications & Electronics
Video

Women's
Cosmopolitan
Essence
Family Circle
Good Housekeeping
Ladies' Home Journal
McCall's
Ms. Magazine
New Woman
Parents
Redbook
Self
Seventeen
*Shape
Soap Opera Digest
'Teen
True Story
Woman's Day
Workbasket
Working Mother
Working Woman

Women's Fashions, Beauty & Grooming
Glamour
Harper's Bazaar
Mademoiselle
Vogue

Youth
Boys' Life

*See Special Notes - Page 7

INDIVIDUAL PUBLICATION LISTINGS BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
																Automotive
CAR CRAFT																
1985	439.8	53.3	46.7	181.2	82.3	22.4	95.4	1.75	12.94	38.4	12	7000	15.92	11200	25.47	400.0
1984	427.3	53.1	46.9	276.1	75.9	25.0	91.7	1.75	11.94	43.1	12	6700	15.68	10720	25.09	400.0
1983	400.1	47.7	52.3	225.7	75.0	26.1	94.1	1.75	11.94	43.1	12	6400	16.00	10240	25.59	400.0
1982	400.6	44.1	55.9	154.5	78.6	27.9	96.2	1.50	11.94	33.7	12	5600	13.98	8960	22.37	400.0
1981	428.9	46.1	53.9	181.2	79.5	34.8	98.3	1.50	11.94	33.7	12	5000	11.66	8000	18.65	400.0
CAR AND DRIVER																
1985	906.7	73.3	26.7	550.6	73.0	31.1	84.6	2.50	16.98	43.4	12	25065	27.64	38600	42.57	900.0
1984	854.3	71.7	28.3	518.3	73.8	29.7	83.1	2.25	16.98	37.1	12	22995	26.92	35410	41.45	900.0
1983	800.3	70.0	30.0	545.2	73.5	25.2	83.0	2.25	12.98	51.9	12	18760	23.44	28890	36.10	775.0
1982	734.6	71.4	28.6	454.2	70.9	26.5	81.7	1.50	11.98	33.4	12	16455	22.40	25340	34.49	725.0
1981	727.1	72.4	27.6	405.2	68.4	23.6	79.2	1.50	11.98	33.4	12	15450	21.25	23795	32.73	725.0
HOT ROD																
1985	856.8	65.6	34.4	507.0	79.0	23.6	94.9	2.00	13.94	41.9	12	14000	16.34	22400	26.14	800.0
1984	860.2	64.6	35.4	550.8	76.0	29.6	93.3	1.75	11.94	43.1	12	13400	15.58	21440	24.92	800.0
1983	800.3	61.6	38.4	602.8	77.2	26.2	94.0	1.75	11.94	43.1	12	12750	15.93	20400	25.49	800.0
1982	791.6	59.1	40.9	437.7	72.0	52.1	90.8	1.75	11.94	43.1	12	12750	16.11	20400	25.77	850.0
1981	856.7	60.0	40.0	402.1	75.4	64.9	97.2	1.50	11.94	33.7	12	11475	13.39	18360	21.43	850.0
MOTOR TREND																
1985	765.9	71.6	28.4	491.8	77.7	28.8	88.8	2.25	13.94	48.4	12	17625	23.01	28200	36.82	750.0
1984	767.8	71.9	28.1	504.4	74.8	36.5	87.5	2.00	11.94	50.3	12	16125	21.00	25800	33.60	750.0
1983	770.1	70.5	29.5	493.1	76.6	31.0	88.2	1.75	11.94	43.1	12	14815	19.24	23705	30.78	750.0
1982	744.3	72.0	28.0	436.2	78.9	20.1	87.6	1.50	11.94	33.7	12	13690	18.39	21905	29.43	750.0
1981	757.6	75.0	25.0	439.0	77.3	17.1	91.1	1.50	11.94	33.7	12	12375	16.33	19800	26.14	750.0
ROAD & TRACK																
1985	735.2	61.5	38.5	443.2	87.2	19.1	96.0	2.50	17.94	40.2	12	18910	25.72	29705	40.40	700.0
1984	740.1	64.2	35.8	427.2	88.0	14.3	96.6	2.00	17.94	25.3	12	17190	23.23	27005	36.49	700.0
1983	727.9	63.8	36.2	500.0	84.9	13.5	95.1	1.75	17.94	14.6	12	15770	21.67	24775	34.04	700.0
1982	654.2	63.5	36.5	437.9	82.2	16.2	94.5	1.75	15.94	24.1	12	13825	21.13	21720	33.20	675.0
1981	632.0	62.3	37.7	392.9	81.8	24.7	95.1	1.75	15.94	24.1	12	11945	18.90	18775	29.71	630.0
																Brides, Bridal
BRIDE'S																
1985	375.6	10.1	89.9	51.5	84.5	79.0	94.2	3.50	24.00	14.3–	6	14750	39.27	18360	48.88	N.C.
1984	371.5	10.4	89.6	32.7	76.9	17.5	93.8	3.50	12.00	42.9	6	13660	36.77	17000	45.76	N.C.
1983	361.2	11.0	89.0	54.0	84.6	3.7	98.4	3.50	12.00	42.9	6	12420	34.39	15450	42.77	N.C.
1982	370.2	8.3	91.7	45.3	85.0	4.9	96.9	3.00	12.00	33.3	6	11090	29.96	13800	37.28	N.C.
1981	344.2	8.4	91.6	33.2	83.8	2.7	96.6	2.50	12.00	20.0	6	9900	28.76	12320	35.79	N.C.

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
Brides, Bridal (cont.)																
MODERN BRIDE																
1985	330.3	12.1	87.9	65.4	77.2	11.9	55.5	3.50	15.00	28.6	6	14230	43.08	17790	53.86	N.C.
1984	330.5	11.4	88.6	73.7	80.5	11.0	35.2	3.50	15.00	28.6	6	13425	40.62	16785	50.79	N.C.
1983	331.9	9.9	90.1	44.9	77.3	46.0	34.4	3.50	12.00	42.9	6	12430	37.45	15540	46.82	N.C.
1982	335.3	11.7	88.3	44.7	61.7	24.2	98.8	3.00	12.00	33.3	6	11100	33.10	13875	41.38	N.C.
1981	308.7	12.5	87.5	53.6	57.6	13.4	92.1	2.50	12.00	20.0	6	9955	32.25	12445	40.31	N.C.
Business & Finance																
BUSINESS WEEK																
1985	871.1	96.3	3.7	846.8	74.8	60.7	64.1	2.00	39.95	60.8	51	29720	34.12	45188	51.87	856.0
1984	857.0	96.2	3.8	909.9	73.9	62.6	60.3	2.00	39.95	61.6	52	27636	32.25	36660	42.78	856.0
1983	852.8	96.2	3.8	880.6	71.7	63.4	65.9	2.00	39.95	60.8	51	25588	30.00	38896	45.61	848.0
1982	850.8	96.3	3.7	782.0	68.8	60.1	68.8	2.00	34.95	65.7	51	23120	27.17	35140	41.30	845.0
1981	842.4	96.4	3.6	772.5	60.4	63.1	71.6	1.75	34.95	60.8	51	20590	24.44	30885	36.66	840.0
FORBES																
1985	729.5	95.1	4.9	644.6	88.0	74.3	39.0	3.00	42.00	51.7	29	22210	30.45	33760	46.28	720.0
1984	726.2	95.1	4.9	565.1	86.5	74.8	45.1	3.00	39.00	55.2	29	20280	27.93	30800	42.41	715.0
1983	719.5	95.3	4.7	575.4	86.0	73.9	44.0	3.00	36.00	55.6	27	18500	25.71	28100	39.05	700.0
1982	710.9	96.0	4.0	599.5	88.0	73.7	36.8	2.50	33.00	49.2	26	16520	23.24	25090	35.29	700.0
1981	702.9	97.0	3.0	568.4	87.9	70.6	38.9	2.50	30.00	53.8	26	14540	20.69	22080	31.41	690.0
FORTUNE																
1985	674.6	95.9	4.1	733.1	80.7	60.7	46.0	3.50	42.00	55.6	27	25800	38.24	39470	58.51	615.0
1984	710.0	95.7	4.3	802.7	80.8	51.8	50.9	3.00	39.00	50.0	26	23700	33.38	36020	50.73	690.0
1983	696.3	95.6	4.4	717.1	77.5	52.7	56.2	3.00	39.00	50.0	26	21740	31.22	33040	47.45	670.0
1982	677.3	95.8	4.2	747.3	81.5	55.9	74.3	3.00	36.00	53.8	26	19760	29.17	30040	44.35	670.0
1981	677.7	95.9	4.1	726.4	83.4	54.0	74.8	2.50	33.00	49.2	26	17960	26.50	27300	40.28	670.0
HIGH TECHNOLOGY*																
1985	303.8	92.0	8.0	345.1	86.8	86.5	92.0	2.00	21.00	12.5	12	10495	34.55	15745	51.83	300.0
1984	305.5	89.9	10.1	542.2	93.3	23.5	92.3	2.00	21.00	12.5	12	9540	31.23	14310	46.84	300.0
1983	314.1	88.1	11.9	261.8	80.0	68.7	70.7	2.00	21.00	12.5	12	9000	28.65	13500	42.98	300.0
1982	309.1	86.0	14.0	266.8	53.5	86.6	82.1	2.00	7.50	37.5	6	7500	24.26	11250	36.40	300.0
1981																
INC.																
1985	608.2	95.4	4.6	1201.0	90.3	8.1	87.7	3.00	24.00	33.3	12	21950	36.09	32925	54.14	600.0
1984	526.3	93.6	6.4	1081.6	93.2	4.6	89.9	3.00	24.00	33.3	12	18940	35.99	24715	46.96	550.0
1983	425.9	93.3	6.7	789.5	96.3	46.9	82.9	3.00	21.00	41.7	12	15050	35.34	22575	53.01	450.0
1982	304.8	92.8	7.2	437.6	97.2	59.2	86.0	2.50	10.00	66.7	12	12500	41.01	18750	61.52	400.0
1981	249.1	93.5	6.5	366.3	96.1	28.4	93.3	2.00	18.00	25.0	12	11110	44.60	16665	66.90	N.C.

*See Special Notes - Page 7

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Business & Finance (cont.)

NATION'S BUSINESS

1985	868.7	99.7	0.3	826.1	1.4	99.0	99.9	2.50	22.00	26.7	12	17390	20.02	25990	29.92	850.0
1984	863.5	99.9	0.1	781.3	1.1	99.3	99.8	2.25	22.00	18.5	12	15980	18.51	23980	27.77	850.0
1983	817.8	99.9	0.1	627.1	1.2	98.8	97.5	2.25	22.00	18.5	12	14800	18.10	21500	26.29	850.0
1982	840.7	100.0	0.0	507.6	0.2	93.1	99.1	2.25	22.00	18.5	12	16380	19.48	23750	28.25	1000.0
1981	1159.6	100.0	0.0	547.4	0.7	99.8	95.0	2.00	22.00	8.3	12	16380	14.13	23750	20.48	1100.0

SAVVY

1985	321.1	93.0	7.0	572.6	97.4	73.7	27.3	2.00	12.00	50.0	12	7750	24.14	11600	36.13	300.0
1984	304.8	94.7	5.3	314.2	94.1	39.1	68.0	2.00	12.00	50.0	12	7150	23.46	10650	34.94	300.0
1983	295.6	95.5	4.5	313.3	89.7	57.0	77.9	2.00	12.00	50.0	12	6870	23.24	10240	34.64	300.0
1982	256.8	93.5	6.5	281.7	71.7	73.0	85.7	2.00	12.00	50.0	12	5300	20.64	7900	30.76	250.0
1981	220.9	91.3	8.7	345.6	97.7	65.0	90.9	1.75	12.00	42.9	12	4650	21.05	6950	31.46	250.0

SYLVIA PORTER'S PERSONAL FINANCE MAGAZINE*

1985	355.3	85.3	14.7	388.9	98.3	89.6	99.4	2.50	11.97	20.2	6	5850	16.46	8700	24.49	350.0
1984	300.0	75.9	24.1	412.8	98.5	91.5	100.0	2.00	9.97	16.9	6	3900	13.00	5800	19.33	250.0
1983	113.3	18.7	81.3	41.0	100.0	100.0	100.0	2.00	8.97	348.5–	1	3900	34.42	5800	51.19	N.C.
1982																
1981																

VENTURE

1985	312.6	92.5	7.5	241.1	86.2	33.9	86.9	3.00	18.00	50.0	12	12995	41.57	19995	63.96	300.0
1984	288.0	91.8	8.2	345.6	93.3	5.7	89.9	2.50	18.00	40.0	12	11330	39.34	17560	60.97	275.0
1983	255.7	90.1	9.9	255.2	91.7	6.2	89.7	2.00	18.00	25.0	12	7900	30.90	12280	48.03	250.0
1982	200.7	88.7	11.3	168.3	94.9	5.2	94.5	1.75	18.00	14.3	12	5900	29.40	8850	44.10	200.0
1981	154.0	87.4	12.6	158.1	96.6	1.8	92.4	1.75	18.00	14.3	12	3900	25.32	5850	37.99	150.0

Campers, RV, Mobile Homes & Trailers

TRAILER LIFE

1985	305.7	94.1	5.9	246.0	92.7	2.1	97.1	2.00	16.00	33.3	12	5875	19.22	8525	27.89	N.C.
1984	304.0	94.0	6.0	245.3	92.7	1.9	94.8	2.00	16.00	33.3	12	5570	18.32	8080	26.58	N.C.
1983	321.7	94.3	5.7	226.4	92.1	2.5	93.3	2.00	16.00	33.3	12	5065	15.74	7345	22.83	N.C.
1982	318.5	93.8	6.2	208.1	86.8	15.2	94.6	1.50	14.00	22.2	12	4555	14.30	6375	20.02	N.C.
1981	305.0	94.1	5.9	229.4	83.6	25.3	89.6	1.50	9.95	44.7	12	4135	13.56	4885	16.02	N.C.

Computers

FAMILY COMPUTING*

1985	407.8	85.3	14.7	508.0	86.9	2.7	48.1	2.50	19.97	33.4	12	8800	21.58	9990	24.50	375.0
1984	349.4	81.8	18.2	597.1	86.8	17.3	24.0	2.50	19.97	33.4	12	8800	25.19	9990	28.59	375.0
1983	204.3	62.4	37.6	184.5	92.5	2.7	10.2	1.95	17.97	7.8	10	4695	22.98	5395	26.41	200.0
1982																
1981																

*See Special Notes - Page 7

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Crafts, Games, Hobbies & Models																
CRAFTS																
1985	494.7	70.8	29.2	402.6	98.6	55.1	91.6	1.95	15.00	35.9	12	2985	6.03	3995	8.08	N.C.
1984	498.3	69.4	30.6	488.0	98.8	44.3	93.6	1.75	15.00	28.6	12	2150	4.31	3400	6.82	N.C.
1983	379.0	69.7	30.3	423.6	99.1	33.5	95.1	1.50	15.00	16.7	12	1535	4.05	2670	7.04	N.C.
1982	268.5	66.9	33.1	220.7	98.6	53.0	96.5	1.50	15.00	16.7	12	1315	4.90	2385	8.88	N.C.
1981	184.6	66.2	33.8	185.8	99.4	71.1	98.6	1.50	12.00	33.3	12	1175	6.37	2190	11.86	N.C.
GAMES																
1985	660.2	86.4	13.6	514.9	89.5	82.2	85.5	1.75	15.97	24.0	12	9550	14.47	13665	20.70	650.0
1984	659.7	84.2	15.8	559.1	90.6	88.8	94.7	1.75	15.97	24.0	12	8760	13.28	12535	19.00	650.0
1983	644.0	81.5	18.5	553.8	90.1	88.0	94.4	1.75	15.97	24.0	12	8185	12.71	11715	18.19	650.0
1982	634.6	76.7	23.3	469.3	83.7	88.5	86.0	1.50	9.79	18.4	8	7130	11.24	10200	16.07	600.0
1981	677.5	82.4	17.6	472.2	83.2	87.0	96.7	1.50	7.97	11.4	6	6275	9.26	8975	13.25	600.0
Epicurean																
BON APPETIT																
1985	1304.6	89.0	11.0	1092.0	94.2	30.2	99.7	2.50	15.00	50.0	12	18525	14.20	26375	20.22	1300.0
1984	1301.1	88.2	11.8	1060.7	97.1	30.2	99.2	1.95	15.00	35.9	12	16840	12.94	24055	18.49	1300.0
1983	1300.5	86.1	13.9	1067.1	92.3	24.7	99.7	1.95	15.00	35.9	12	15620	12.01	22315	17.16	1300.0
1982	1259.8	85.1	14.9	1122.8	96.0	42.4	98.4	2.25	15.00	44.4	12	14465	11.48	20660	16.40	1300.0
1981	1320.1	85.8	14.2	1034.1	96.0	38.7	97.8	2.25	15.00	44.4	12	12365	9.37	17660	13.38	1200.0
GOURMET																
1985	1077.2	87.9	12.1	666.4	92.3	49.4	97.7	2.50	18.00	40.0	12	11050	10.26	17450	16.20	700.0
1984	659.5	80.6	19.4	534.0	89.2	65.0	97.1	2.00	18.00	25.0	12	9000	13.65	15000	22.74	650.0
1983	626.5	77.7	22.3	449.9	97.0	73.3	96.2	2.00	18.00	25.0	12	8000	12.77	13600	21.71	650.0
1982	634.9	74.7	25.3	407.5	96.5	66.7	94.9	2.00	18.00	25.0	12	8000	12.60	13600	21.42	650.0
1981	646.2	74.0	26.0	397.4	96.4	65.0	94.9	1.75	15.00	28.6	12	8000	12.38	13600	21.05	650.0
FOOD & WINE, THE GUIDE TO GOOD TASTE																
1985	608.6	94.9	5.1	823.1	99.4	96.3	77.0	2.00	18.00	25.0	12	9415	15.47	14130	23.22	600.0
1984	549.6	96.8	3.2	757.6	99.3	97.6	99.9	1.95	16.00	31.6	12	8380	15.25	12575	22.88	550.0
1983	489.9	97.0	3.0	549.4	99.8	94.7	99.9	1.95	15.00	35.9	12	7790	15.90	11685	23.85	500.0
1982	344.7	97.7	2.3	500.5	100.0	100.0	100.0	1.50	14.00	22.2	12	5880	17.06	8820	25.59	400.0
1981	316.8	99.2	0.8	354.4	98.8	94.7	99.2	1.50	12.00	33.3	12	4200	13.26	6300	19.89	300.0
WEIGHT WATCHERS MAGAZINE																
1985	867.7	83.1	16.9	750.3	91.4	29.6	96.2	1.50	13.97	22.4	12	11440	13.18	15995	18.43	825.0
1984	849.9	82.9	17.1	949.4	91.7	34.9	97.6	1.50	11.97	33.5	12	11440	13.46	15995	18.82	825.0
1983	777.7	83.2	16.8	774.5	85.4	65.7	83.6	1.50	11.97	33.5	12	9770	12.56	13660	17.56	775.0
1982	739.1	79.1	20.9	630.1	89.5	71.6	98.8	1.25	11.97	20.2	12	9185	12.43	12845	17.38	775.0
1981	755.8	74.8	25.2	600.7	79.9	65.3	96.4	1.25	9.97	33.5	12	7590	10.04	10615	14.04	700.0

Fishing & Hunting

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AMERICAN HUNTER, THE*																
1985	1496.9	100.0	0.0	1656.1	0.1	99.9	92.3	2.00	15.00	37.5	12	14000	9.35	20300	13.56	1400.0
1984	1433.9	100.0	0.0	1498.2	0.1	99.9	96.2	1.75	15.00	28.6	12	12500	8.72	18125	12.64	1250.0
1983	1276.6	100.0	0.0	1394.0	0.1	99.9	97.0	1.75	15.00	28.6	12	10000	7.83	14500	11.36	1000.0
1982	1061.9	100.0	0.0	1264.0	0.2	99.8	97.3	1.75	15.00	28.6	12	8500	8.00	12325	11.61	850.0
1981	823.1	100.0	0.0	969.2	0.2	99.9	97.0	1.75	15.00	28.6	12	7750	9.42	10275	12.48	775.0
AMERICAN RIFLEMAN, THE*																
1985	1457.1	100.0	0.0	1219.5	0.3	99.7	90.6	2.00	15.00	37.5	12	14000	9.61	20300	13.93	1400.0
1984	1446.6	100.0	0.0	1158.1	0.4	99.6	94.9	1.75	15.00	28.6	12	13000	8.99	18850	13.03	1400.0
1983	1388.3	100.0	0.0	1103.8	0.4	99.6	95.6	1.75	15.00	28.6	12	11180	8.05	16210	11.68	1300.0
1982	1296.5	100.0	0.0	1115.2	0.4	99.6	96.0	1.75	15.00	28.6	12	9950	7.67	14425	11.13	1175.0
1981	1143.5	100.0	0.0	933.1	0.3	99.5	95.8	1.75	15.00	28.6	12	9400	8.22	12925	11.30	1175.0
FIELD & STREAM																
1985	2008.2	92.6	7.4	1781.3	79.3	15.2	92.0	1.95	13.94	40.4	12	28610	14.25	43040	21.43	2000.0
1984	2003.2	92.7	7.3	1693.6	85.3	11.9	94.5	1.75	13.94	33.6	12	26295	13.13	39560	19.75	2000.0
1983	2045.2	92.2	7.8	1539.6	81.6	12.8	93.7	1.75	11.94	43.1	12	24235	11.85	36460	17.83	2000.0
1982	2025.9	91.4	8.6	1751.8	61.6	12.7	90.6	1.50	11.94	33.7	12	22440	11.08	33760	16.66	2000.0
1981	2020.8	91.8	8.2	1740.0	67.7	13.7	88.9	1.50	11.94	33.7	12	20400	10.10	30690	15.19	2000.0
GUNS & AMMO																
1985	509.2	71.0	29.0	261.5	86.3	28.0	94.5	2.00	13.94	41.9	12	7365	14.46	11785	23.14	475.0
1984	522.3	72.3	27.7	314.7	76.4	33.8	91.0	1.75	11.94	43.1	12	6770	12.96	10830	20.74	475.0
1983	475.8	70.2	29.8	382.5	81.0	34.2	93.6	1.75	11.94	43.1	12	6295	13.23	10070	21.16	475.0
1982	490.9	69.5	30.5	236.5	78.2	42.9	99.6	1.75	11.94	43.1	12	5820	11.86	9310	18.97	475.0
1981	509.8	68.9	31.1	314.8	77.0	36.5	98.5	1.75	11.94	43.1	12	5345	10.48	8550	16.77	475.0
OUTDOOR LIFE																
1985	1507.8	90.4	9.6	1212.2	83.9	8.6	90.4	1.75	13.94	33.6	12	20045	13.29	29090	19.29	1500.0
1984	1513.3	89.5	10.5	1218.7	82.5	10.1	86.7	1.75	13.94	33.6	12	18735	12.38	27185	17.96	1500.0
1983	1534.6	88.3	11.7	1113.8	90.1	11.5	85.6	1.75	13.94	33.6	12	17840	11.63	25890	16.87	1500.0
1982	1532.9	87.6	12.4	1179.8	86.8	11.6	93.1	1.50	13.94	22.6	12	16520	10.78	23970	15.64	1500.0
1981	1531.2	87.5	12.5	1023.6	89.6	14.2	91.7	1.25	13.94	7.1	12	14750	9.63	21400	13.98	1500.0
SPORTS AFIELD																
1985	523.9	78.8	21.2	367.6	86.1	28.1	88.4	1.95	13.97	40.3	12	11870	22.66	16995	32.44	500.0
1984	523.2	74.9	25.1	334.5	81.2	42.7	87.9	1.95	11.97	48.8	12	10795	20.63	15455	29.54	500.0
1983	541.7	72.9	27.1	370.6	81.7	39.9	87.5	1.95	11.97	48.8	12	9850	18.18	14100	26.03	500.0
1982	536.2	71.5	28.5	303.3	83.7	37.7	89.5	1.95	11.97	48.8	12	8940	16.67	12800	23.87	500.0
1981	540.8	74.0	26.0	298.1	80.1	15.5	89.0	1.50	11.97	33.5	12	7840	14.50	11200	20.71	500.0

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Fraternal, Clubs and Associations

AMERICAN LEGION MAGAZINE, THE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	2556.0	100.0	0.0	2793.6	0.1	100.0	99.9	1.50	2.50	86.1	12	19990	7.82	24669	9.65	2500.0
1984	2502.8	100.0	0.0	2548.2	0.0	100.0	100.0	1.50	2.50	86.1	12	14970	5.98	19735	7.89	2500.0
1983	2507.2	100.0	0.0	2612.7	0.1	100.0	99.9	1.00	2.50	79.2	12	11976	4.78	15788	6.30	2500.0
1982	2556.1	100.0	0.0	2472.8	0.1	100.0	99.9	1.00	2.50	79.2	12	11406	4.46	15788	6.18	2500.0
1981	2591.1	100.0	0.0	2670.6	0.1	99.8	99.9	0.30	1.50	58.3	12	10369	4.00	15036	5.80	2500.0

ELKS MAGAZINE, THE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	1605.6	100.0	0.0	3245.8	0.0	100.0	100.0	0.25	2.50	9.1	11	8150	5.08	12185	7.59	1550.0
1984	1620.4	100.0	0.0	1685.7	0.0	100.0	100.0	0.25	2.50	0.0	10	7616	4.70	11385	7.03	1450.0
1983	1628.3	100.0	0.0	1709.3	0.1	99.9	100.0	0.25	2.50	0.0	10	7616	4.68	11385	6.99	1450.0
1982	1637.4	100.0	0.0	1717.4	0.0	100.0	100.0	0.25	2.50	0.0	10	6800	4.15	10350	6.32	1450.0
1981	1645.4	100.0	0.0	1730.3	0.0	100.0	100.0	0.25	2.50	0.0	10	6800	4.13	10350	6.29	1450.0

Gardening

FLOWER & GARDEN MAGAZINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	625.5	98.4	1.6	513.1	99.3	25.6	95.3	1.50	6.00	33.3	6	5220	8.35	7305	11.68	N.C.
1984	619.3	98.4	1.6	515.8	99.3	27.1	95.5	1.50	6.00	33.3	6	4765	7.69	6670	10.77	N.C.
1983	593.3	98.5	1.5	376.0	99.0	39.9	95.9	1.50	6.00	33.3	6	4765	8.03	6670	11.24	N.C.
1982	588.5	98.3	1.7	372.1	99.0	26.4	98.5	1.50	6.00	33.3	6	4495	7.64	6290	10.69	600.0
1981	585.3	98.2	1.8	314.3	98.7	22.3	98.9	1.50	6.00	33.3	6	4495	7.68	6290	10.75	500.0

RODALE'S ORGANIC GARDENING

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	1266.4	99.3	0.7	1213.5	95.4	34.5	99.6	1.95	12.97	44.6	12	12120	9.57	18075	14.27	1200.0
1984	1376.0	99.2	0.8	1532.4	95.6	38.7	93.9	1.50	12.00	33.3	12	12195	8.86	18185	13.22	1350.0
1983	1372.5	99.2	0.8	1422.0	94.4	38.4	99.6	1.50	12.00	33.3	12	11085	8.08	16075	11.71	1350.0
1982	1322.4	98.9	1.1	1340.1	96.0	46.9	99.7	1.50	11.00	38.9	12	10265	7.76	14885	11.26	1300.0
1981	1324.0	99.4	0.6	1258.6	96.2	51.5	99.0	1.50	11.00	38.9	12	9330	7.05	13525	10.22	1300.0

General Editorial

ATLANTIC MONTHLY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	453.7	90.4	9.6	360.7	63.8	78.8	96.5	2.00	9.95	58.5	12	9735	21.46	14610	32.20	450.0
1984	433.8	89.2	10.8	312.1	87.3	38.4	72.4	2.00	9.95	58.5	12	9015	20.78	13525	31.18	440.0
1983	425.6	89.1	10.9	332.9	83.5	24.6	65.3	2.00	18.00	25.0	12	8585	20.17	12880	30.26	440.0
1982	370.7	88.0	12.0	313.5	81.9	25.8	52.5	2.00	18.00	25.0	12	6720	18.13	10080	27.19	360.0
1981	348.1	87.5	12.5	216.9	77.4	28.4	53.2	1.75	18.00	14.3	12	5240	15.05	8000	22.98	325.0

CHANGING TIMES

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	1425.8	97.6	2.4	1507.4	96.5	26.5	98.0	1.75	15.00	28.6	12	18785	13.18	28000	19.64	1350.0
1984	1400.6	97.6	2.4	1348.7	94.2	31.9	74.1	1.75	15.00	28.6	12	17445	12.46	26000	18.56	1350.0
1983	1428.7	97.4	2.6	1345.0	94.4	32.2	75.9	1.75	15.00	28.6	12	16210	11.35	24160	16.91	1350.0
1982	1495.1	97.2	2.8	1394.1	94.1	30.2	71.1	1.50	15.00	16.7	12	15150	10.13	22580	15.10	1350.0
1981	1481.9	96.8	3.2	1422.9	93.2	33.2	79.8	1.50	15.00	16.7	12	13775	9.30	20530	13.85	1350.0

General Editorial (cont.)

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
CONSUMERS DIGEST*																
1985	1006.3	98.9	1.1	1585.6	96.1	11.3	98.8	2.00	13.97	12.7	8	13300	13.22	19950	19.83	1100.0
1984	1011.3	99.4	0.6	1567.2	97.7	12.1	99.6	2.00	11.97	0.3	6	11300	11.17	16950	16.76	1000.0
1983	903.0	100.0	0.0	1188.9	97.7	1.5	99.5	2.00	13.00	8.3–	6	9450	10.47	14250	15.78	900.0
1982	806.4	100.0	0.0	806.0	96.8	2.8	98.8	2.00	13.00	8.3–	6	7630	9.46	11445	14.19	800.0
1981	781.5	100.0	0.0	747.6	95.6	1.6	98.2	2.00	13.00	7.1	7	N.A.	N.A.	N.A.	N.A.	N.C.
EBONY																
1985	1736.7	86.9	13.1	1231.6	36.6	46.2	96.2	1.75	16.00	23.8	12	22199	12.78	29990	17.27	1700.0
1984	1691.3	86.0	14.0	1266.7	37.2	44.7	96.5	1.75	16.00	23.8	12	20181	11.93	27264	16.12	1600.0
1983	1627.2	85.1	14.9	1331.1	30.3	51.7	96.7	1.75	16.00	23.8	12	20181	12.40	27264	16.76	1600.0
1982	1353.3	82.0	18.0	1135.6	35.3	42.4	96.3	1.75	16.00	23.8	12	16200	11.97	21886	16.17	1250.0
1981	1343.8	82.1	17.9	991.8	41.7	33.1	92.0	1.50	14.00	22.2	12	14159	10.54	21886	16.29	1250.0
GRIT																
1985	587.7	81.3	18.7	893.9	53.0	0.7	22.0	0.75	26.95	30.9	52	8073	13.74	10247	17.44	N.C.
1984	582.6	77.2	22.8	705.5	49.5	39.6	30.8	0.75	17.99	54.7	53	8073	13.86	10247	17.59	N.C.
1983	691.4	72.6	27.4	589.1	58.6	44.7	37.0	0.65	17.99	46.8	52	8073	11.68	10247	14.82	750.0
1982	700.6	58.1	41.9	618.9	50.7	45.2	45.4	0.50	13.50	48.1	52	7020	10.02	8910	12.72	700.0
1981	682.7	47.1	52.9	349.5	84.8	73.8	77.8	0.50	13.50	48.1	52	7800	11.43	9900	14.50	N.C.
LIFE																
1985	1566.7	58.6	41.4	1103.5	93.0	70.8	93.1	2.50	27.00	10.0	12	35810	22.86	47400	30.25	1500.0
1984	1485.4	59.2	40.8	1125.5	85.9	78.8	87.5	2.50	27.00	10.0	12	31530	21.23	36725	24.72	1400.0
1983	1521.9	54.0	46.0	900.9	85.2	87.2	70.3	2.00	24.00	0.0	12	29095	19.12	38515	25.31	1400.0
1982	1468.1	55.4	44.6	854.5	84.1	89.4	85.5	2.00	19.95	16.9	12	26180	17.83	34660	23.61	1300.0
1981	1433.7	58.7	41.3	988.5	79.5	87.5	68.0	2.00	18.00	25.0	12	24025	16.76	31800	22.18	1300.0
MONEY																
1985	1661.2	81.6	18.4	1873.2	91.4	69.8	65.4	2.75	29.95	9.2	12	27790	16.73	43785	26.36	1500.0
1984	1493.7	80.7	19.3	1513.4	91.3	71.2	73.1	2.50	29.95	0.2	12	24415	16.35	38195	25.57	1400.0
1983	1325.6	79.9	20.1	1430.5	91.3	73.5	66.7	2.50	25.95	13.5	12	19180	14.47	30010	22.64	1300.0
1982	1079.1	81.6	18.4	1085.8	94.1	73.2	66.7	2.00	23.95	0.2	12	16450	15.24	25740	23.85	950.0
1981	921.4	85.4	14.6	949.9	88.5	75.9	67.0	2.00	21.95	8.5	12	13195	14.32	20650	22.41	875.0
MOTHER EARTH NEWS, THE																
1985	762.7	75.3	24.7	551.0	98.1	31.4	91.7	3.00	18.00	0.0	6	9600	12.59	14400	18.88	800.0
1984	874.6	78.3	21.7	671.1	98.4	28.9	95.7	3.00	18.00	0.0	6	10800	12.35	16200	18.52	900.0
1983	948.3	80.2	19.8	658.9	98.4	35.7	97.5	3.00	18.00	0.0	6	10800	11.39	16200	17.08	900.0
1982	1067.2	82.5	17.5	849.3	98.6	43.2	92.4	3.00	18.00	0.0	6	12000	11.24	18000	16.87	1050.0
1981	1075.5	82.4	17.6	876.3	98.5	40.6	96.5	3.00	15.00	16.7	6	12000	11.16	18000	16.74	1000.0

*See Special Notes - Page 7

General Editorial (cont.)

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NATIONAL GEOGRAPHIC MAGAZINE, THE																
1985	10499.4	99.2	0.8	10595.9	98.8	100.0	99.7	1.90	15.00	34.2	12	84230	8.02	109500	10.43	10150.0
1984	10297.7	99.3	0.7	10260.1	98.7	100.0	99.8	1.90	15.00	34.2	12	79130	7.68	102870	9.99	10215.0
1983	10492.0	99.7	0.3	10941.4	98.7	100.0	98.4	1.90	15.00	34.2	12	75360	7.18	97970	9.34	10215.0
1982	10543.8	99.9	0.1	10125.9	98.4	100.0	99.2	1.90	15.00	34.2	12	73520	6.97	95575	9.06	10305.0
1981	10797.1	99.9	0.1	10671.4	98.4	100.0	99.8	1.70	13.50	33.8	12	67450	6.25	87686	8.12	10305.0
NEW YORKER, THE																
1985	504.3	93.5	6.5	444.5	93.2	65.1	95.1	1.50	32.00	59.0	52	12350	24.49	19700	39.06	480.0
1984	500.5	92.8	7.2	425.9	94.1	61.9	95.6	1.50	32.00	59.7	53	11750	23.48	18700	37.36	480.0
1983	508.3	92.6	7.4	407.5	93.1	61.3	98.6	1.50	32.00	59.0	52	11100	21.84	17650	34.72	480.0
1982	507.0	92.4	7.6	433.7	93.3	60.4	98.9	1.50	28.00	64.1	52	10200	20.12	16200	31.95	480.0
1981	504.8	92.2	7.8	394.7	92.3	62.7	98.3	1.25	28.00	56.9	52	9300	18.42	14800	29.32	480.0
PSYCHOLOGY TODAY																
1985	873.2	90.3	9.7	931.0	63.3	21.5	85.0	1.95	15.99	31.7	12	16930	19.39	24440	27.99	850.0
1984	853.6	90.5	9.5	766.7	75.1	19.6	91.5	1.95	15.99	31.7	12	15600	18.28	22525	26.39	850.0
1983	883.0	91.1	8.9	619.8	79.6	18.3	92.5	1.95	15.99	31.7	12	15600	17.67	22525	25.51	850.0
1982	1131.8	91.1	8.9	842.4	74.2	20.9	75.8	1.95	15.99	31.7	12	14180	12.53	20470	18.09	1175.0
1981	1176.8	88.6	11.4	1169.5	77.5	15.0	70.3	1.25	13.97	6.9	12	17830	15.15	25745	21.88	1175.0
READER'S DIGEST																
1985	17770.9	94.7	5.3	19755.4	97.8	26.8	99.9	1.50	15.41	14.4	12	90500	5.09	108800	6.12	17750.0
1984	17939.6	94.8	5.2	20291.7	97.9	26.2	99.9	1.50	13.93	22.6	12	90500	5.04	108800	6.06	17750.0
1983	18118.1	94.4	5.6	19102.2	97.5	28.2	99.9	1.50	13.93	22.6	12	86200	4.76	103600	5.72	17750.0
1982	18036.0	94.8	5.2	19770.9	97.5	28.6	99.7	1.25	12.93	13.8	12	81300	4.51	97700	5.42	17750.0
1981	17901.5	94.7	5.3	19531.8	97.1	33.1	99.9	1.25	10.93	27.1	12	74600	4.17	89600	5.01	17750.0
SATURDAY EVENING POST, THE																
1985	674.4	81.6	18.4	516.6	93.9	96.0	98.0	1.95	12.97	26.1	9	10623	15.75	13772	20.42	700.0
1984	696.6	81.0	19.0	563.4	94.7	90.2	97.9	1.75	12.97	17.7	9	9657	13.86	13772	19.77	700.0
1983	633.5	74.6	25.4	442.4	92.9	63.5	62.0	1.75	9.95	36.8	9	8759	13.83	12491	19.72	700.0
1982	731.0	75.5	24.5	554.2	93.4	84.5	97.1	1.50	9.95	26.3	9	7856	10.75	11784	16.12	750.0
1981	591.0	60.1	39.9	361.8	88.0	71.2	92.4	1.50	9.95	26.3	9	6552	11.09	9828	16.63	600.0
SMITHSONIAN																
1985	2206.9	99.6	0.4	2605.3	0.2	80.6	100.0	2.50	18.00	40.0	12	26170	11.86	39255	17.79	2000.0
1984	2105.8	99.6	0.4	2343.0	0.2	99.8	100.0	2.50	18.00	40.0	12	23790	11.30	35685	16.95	1850.0
1983	1944.6	99.8	0.2	2122.5	0.2	99.4	99.9	2.00	17.00	29.2	12	22235	11.43	33350	17.15	1850.0
1982	1970.9	99.9	0.1	2011.6	0.0	99.3	99.9	2.00	17.00	29.2	12	21175	10.74	31760	16.11	1850.0
1981	1922.3	99.9	0.1	2108.4	0.0	99.8	99.9	1.25	14.00	6.7	12	19250	10.01	28875	15.02	1750.0

General Editorial (cont.)

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STAR, THE																
1985	3431.9	4.7	95.3	186.0	98.8	2.7	72.6	0.69	32.00	12.5	53	21500	6.26	26500	7.72	3200.0
1984	3406.9	4.4	95.6	149.1	98.7	0.7	85.8	0.55	24.00	16.1	52	21500	6.31	26500	7.78	3750.0
1983	3757.1	4.2	95.8	161.1	98.9	2.7	82.3	0.50	22.00	15.4	52	19950	5.31	24600	6.55	3750.0
1982	3905.4	3.8	96.2	165.1	99.2	0.7	79.3	0.45	19.00	18.8	52	17400	4.46	21350	5.47	3400.0
1981	3470.0	3.9	96.1	141.4	99.3	5.5	84.1	0.45	18.00	23.1	52	15600	4.50	19200	5.53	3350.0
SUCCESS																
1985	349.0	88.6	11.4	322.8	83.6	18.4	91.7	2.00	17.94	18.5	11	8250	23.64	11250	32.23	365.0
1984	293.4	88.1	11.9	290.6	86.4	13.1	95.9	2.00	17.94	25.3	12	7200	24.54	9900	33.74	300.0
1983	251.7	87.6	12.4	301.0	90.6	8.0	96.7	1.50	14.00	22.2	12	6050	24.04	8250	32.78	275.0
1982	222.3	92.9	7.1	218.1	87.8	20.7	69.2	1.50	14.00	22.2	12	3775	16.98	4660	20.96	N.C.
1981	194.8	98.5	1.5	207.5	89.1	13.0	69.7	1.50	14.00	22.2	12	3775	19.38	4660	23.92	N.C.
TOWN & COUNTRY																
1985	428.5	76.2	23.8	319.8	88.6	38.1	95.9	3.00	24.00	33.3	12	13390	31.25	17240	40.23	400.0
1984	404.3	75.0	25.0	368.7	93.1	31.6	96.5	3.00	24.00	33.3	12	12395	30.66	15960	39.48	400.0
1983	362.0	73.6	26.4	236.0	96.6	36.8	94.6	3.00	24.00	33.3	12	10150	28.04	13070	36.10	350.0
1982	319.3	73.2	26.8	227.6	96.1	42.8	94.2	3.00	24.00	33.3	12	8470	26.53	10900	34.14	300.0
1981	273.1	71.7	28.3	223.9	94.8	37.2	95.5	2.50	22.00	26.7	12	6820	24.97	8780	32.15	230.0
VANITY FAIR*																
1985	372.9	81.2	18.8	275.8	85.9	87.8	98.4	2.00	12.00	50.0	12	10850	29.10	16275	43.64	325.0
1984	273.5	80.9	19.1	382.3	85.3	43.3	98.5	2.00	12.00	50.0	12	8500	31.08	12750	46.62	250.0
1983	255.7	83.5	16.5	255.3	98.9	83.6	99.7	3.00	24.00	11.1	9	8500	33.24	12750	49.86	250.0
1982																
1981																
YANKEE																
1985	997.6	92.9	7.1	1002.1	96.8	56.8	99.7	1.50	15.00	16.7	12	11000	11.03	14740	14.78	1000.0
1984	954.9	92.0	8.0	919.9	97.8	55.0	99.9	1.50	14.00	22.2	12	11000	11.52	14675	15.37	1000.0
1983	929.2	91.6	8.4	925.2	96.8	57.1	98.9	1.50	14.00	22.2	12	8085	8.70	10785	11.61	950.0
1982	882.8	91.1	8.9	879.8	95.1	65.9	92.8	1.35	14.00	13.6	12	7285	8.25	9715	11.00	900.0
1981	854.4	91.0	9.0	865.1	96.5	69.3	86.8	1.35	12.97	19.9	12	6715	7.86	8955	10.48	875.0

Health

Year End: 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
AMERICAN HEALTH-FITNESS OF BODY & MIND*																
1985	787.5	91.2	8.8	763.2	86.6	13.7	92.2	2.00	14.95	25.3	10	11000	13.97	15200	19.30	850.0
1984	688.4	91.2	8.8	976.9	91.2	7.3	78.2	2.00	14.95	16.9	9	10200	14.82	13800	20.05	800.0
1983	500.2	86.2	13.8	695.2	94.2	3.6	99.1	2.00	12.00	0.0	6	6600	13.19	8700	17.39	500.0
1982	351.0	83.4	16.6	658.7	97.3	1.3	99.1	2.00	12.00	0.0	6	4800	13.68	6300	17.95	300.0
1981																

*See Special Notes - Page 7

Health (cont.)

HEALTH

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	1031.0	99.4	0.6	1314.6	80.5	14.3	17.6	2.25	22.00	18.5	12	11020	10.69	15425	14.96	1000.0
1984	998.3	99.8	0.2	1400.0	78.4	16.8	13.5	1.95	18.00	23.1	12	9110	9.13	12750	12.77	1000.0
1983	863.4	99.6	0.4	1179.1	71.1	22.3	13.4	1.50	18.00	0.0	12	7920	9.17	11085	12.84	850.0
1982	852.9	99.9	0.1	769.2	64.2	19.6	28.6	1.50	18.00	0.0	12	7920	9.29	11085	13.00	850.0
1981	854.1	100.0	0.0	745.9	69.0	24.9	30.5	1.50	15.00	0.0	10	7135	8.35	9985	11.69	850.0

PREVENTION

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	2897.5	94.4	5.6	2750.9	96.9	89.8	99.8	1.50	13.97	22.4	12	21030	7.26	27550	9.51	2750.0
1984	2928.0	95.4	4.6	2962.6	96.6	85.9	99.7	1.50	12.97	27.9	12	19470	6.65	25540	8.72	2750.0
1983	2696.3	95.2	4.8	3180.9	96.0	93.5	90.5	1.50	12.97	27.9	12	19470	7.22	29205	10.83	2750.0
1982	2520.1	96.5	3.5	2533.0	96.0	80.1	99.8	1.50	12.00	33.3	12	17700	7.02	26550	10.54	2500.0
1981	2425.1	97.9	2.1	2343.6	95.4	58.7	99.6	1.25	10.97	26.9	12	15150	6.25	24970	10.30	2350.0

Home Service & Home

AMERICANA

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	399.2	95.4	4.6	314.0	89.6	11.2	98.8	1.95	11.90	1.7−	6	7775	19.48	11665	29.22	400.0
1984	374.7	94.5	5.5	381.7	89.9	10.3	98.9	1.95	11.90	1.7−	6	7200	19.22	10800	28.82	400.0
1983	330.9	93.2	6.8	328.3	93.2	14.0	99.0	1.95	11.90	1.7−	6	5900	17.83	8850	26.75	330.0
1982	304.3	93.8	6.2	315.2	93.7	16.4	98.9	1.95	11.90	1.7−	6	4670	15.35	6995	22.99	300.0
1981	274.5	94.2	5.8	252.7	96.3	23.3	98.8	1.95	11.90	1.7−	6	4670	17.01	6995	25.48	275.0

ARCHITECTURAL DIGEST

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	610.5	84.1	15.9	599.7	95.3	46.6	59.1	4.50	39.95	26.0	12	16925	27.72	23500	38.49	600.0
1984	601.0	82.2	17.8	601.4	98.4	43.8	77.6	4.50	39.95	26.0	12	15455	25.72	21465	35.72	600.0
1983	601.9	80.7	19.3	605.9	98.5	42.7	72.8	4.50	39.95	26.0	12	14310	23.77	19875	33.02	600.0
1982	562.5	77.6	22.4	492.0	97.9	71.2	87.3	4.50	36.00	33.3	12	11215	19.94	16825	29.91	550.0
1981	564.2	76.4	23.6	639.7	98.2	55.6	61.7	4.95	36.00	39.4	12	9505	16.85	14260	25.27	500.0

BETTER HOMES AND GARDENS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	8042.2	92.8	7.2	6052.7	88.5	20.1	99.1	1.50	12.97	27.9	12	73540	9.14	88950	11.06	8000.0
1984	8031.1	93.2	6.8	5760.5	89.9	20.9	99.3	1.50	12.97	27.9	12	68565	8.54	82935	10.33	8000.0
1983	8032.4	92.9	7.1	5837.8	90.0	24.9	99.1	1.50	12.97	27.9	12	65300	8.13	78985	9.83	8000.0
1982	8070.8	92.6	7.4	5682.9	90.4	31.6	98.8	1.25	12.00	20.0	12	61030	7.56	73820	9.15	8000.0
1981	8046.9	92.1	7.9	4864.5	89.4	43.5	98.2	1.25	12.00	20.0	12	56380	7.01	68195	8.47	8000.0

BLAIR & KETCHUM'S COUNTRY JOURNAL

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	323.6	93.4	6.6	330.2	94.6	28.3	98.3	1.95	16.95	27.6	12	7030	21.72	7835	24.21	N.C.
1984	312.9	92.8	7.2	319.7	95.1	35.1	99.0	1.95	16.95	21.0	11	6390	20.42	8940	28.57	N.C.
1983	307.6	91.7	8.3	363.2	95.1	34.2	98.9	1.75	15.00	28.6	12	6083	19.78	8516	27.69	300.0
1982	282.0	90.8	9.2	298.4	95.6	35.8	98.4	1.75	15.00	28.6	12	5336	18.92	7470	26.49	275.0
1981	255.9	91.0	9.0	316.2	97.3	36.0	99.0	1.50	15.00	16.7	12	4851	18.96	7274	28.43	250.0

Home Service & Home (cont.)

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
COLONIAL HOMES																
1985	596.5	66.1	33.9	312.5	99.1	49.0	99.9	3.00	14.97	16.8	6	14200	23.81	19695	33.02	550.0
1984	615.8	66.4	33.6	314.7	99.0	50.4	99.8	3.00	13.97	22.4	6	12910	20.96	17905	29.08	550.0
1983	598.6	68.6	31.4	290.3	98.9	58.7	99.9	3.00	13.97	22.4	6	11900	19.88	16500	27.56	550.0
1982	593.4	66.3	33.7	329.1	99.1	64.5	99.9	2.50	11.97	20.2	6	9845	16.59	13630	22.97	500.0
1981	566.1	64.1	35.9	306.6	99.3	65.6	99.9	2.50	11.97	20.2	6	7800	13.78	10795	19.07	450.0
COUNTRY LIVING																
1985	1442.6	66.3	33.7	1047.3	99.3	51.8	70.7	1.95	15.97	31.8	12	23250	16.12	31800	22.04	1500.0
1984	1251.9	64.8	35.2	927.5	99.3	51.2	75.8	1.95	15.97	31.8	12	17045	13.62	23330	18.64	1100.0
1983	965.7	62.2	37.8	774.9	99.4	47.3	70.9	1.95	15.97	31.8	12	12395	12.84	16970	17.57	800.0
1982	751.3	59.8	40.2	607.4	99.4	40.9	94.8	1.95	15.97	18.1	10	11625	15.47	15915	21.18	750.0
1981	588.7	41.0	59.0	327.3	99.6	45.5	99.9	1.95	9.97	14.8	6	6975	11.85	9545	16.21	450.0
FAMILY HANDYMAN, THE																
1985	1206.6	95.1	4.9	1247.4	91.0	31.2	96.4	1.75	11.97	31.6	10	14360	11.90	20605	17.08	1200.0
1984	1209.6	94.7	5.3	1151.9	93.2	33.2	89.0	1.75	9.95	43.1	10	13235	10.94	18990	15.70	1200.0
1983	1232.0	95.9	4.1	1108.8	92.5	30.5	97.4	1.75	9.95	43.1	10	12220	9.92	17535	14.23	1150.0
1982	1102.5	95.5	4.5	1280.7	89.6	22.1	98.7	1.50	9.95	33.7	10	10730	9.73	15400	13.97	1100.0
1981	1056.2	96.4	3.6	1033.6	89.3	19.7	88.8	1.50	9.95	33.7	10	9495	8.99	13485	12.77	1000.0
HOME MAGAZINE*																
1985	698.7	84.5	15.5	725.0	99.4	88.3	99.4	1.95	12.00	48.7	12	13025	18.64	17585	25.17	700.0
1984	578.8	85.6	14.4	726.4	99.6	81.5	99.7	1.95	12.00	48.7	12	10480	18.11	13955	24.11	600.0
1983	527.3	88.0	12.0	549.3	97.4	3.1	99.8	1.95	15.00	35.9	12	8210	15.57	10930	20.73	500.0
1982	541.9	91.4	8.6	549.6	93.4	1.6	99.9	1.95	15.00	35.9	12	7460	13.77	9930	18.32	500.0
1981	332.3	83.1	16.9	662.4	95.2	0.7	99.8	1.95	15.00	35.9	12	4335	13.05	5770	17.36	250.0
HOMEOWNER, THE																
1985	685.3	96.5	3.5	1197.3	94.4	4.3	6.2	1.95	18.00	7.7	10	8385	12.24	12170	17.76	650.0
1984	639.6	95.7	4.3	1139.0	90.7	4.4	8.5	1.50	15.00	0.0	10	7765	12.14	11270	17.62	600.0
1983	555.5	92.7	7.3	582.0	87.6	1.3	58.3	1.50	15.00	42.9–	7	7765	13.98	11270	20.29	600.0
1982	509.0	89.9	10.1	454.8	91.8	0.5	99.7	1.50	11.94	32.7–	6	7765	15.26	11270	22.14	500.0
1981	502.7	86.7	13.3	463.2	99.0	4.0	99.8	1.50	11.94	32.7–	6	6750	13.43	9800	19.49	500.0
HOUSE BEAUTIFUL																
1985	839.7	70.0	30.0	547.2	84.5	38.8	91.5	1.95	15.97	31.8	12	17810	21.21	26150	31.14	800.0
1984	869.3	68.8	31.2	559.9	84.7	44.6	92.6	1.95	15.97	31.8	12	16340	18.80	23880	27.47	800.0
1983	857.3	69.0	31.0	632.1	89.4	33.5	98.5	1.95	13.97	40.3	12	14880	17.36	21750	25.37	800.0
1982	844.8	67.7	32.3	414.1	87.2	44.5	93.4	1.50	13.97	22.4	12	13525	16.01	19775	23.41	800.0
1981	843.1	63.9	36.1	597.9	82.8	38.5	91.0	1.50	13.97	22.4	12	12390	14.70	18140	21.52	800.0

*See Special Notes - Page 7

Home Service & Home (cont.)

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HOUSE & GARDEN																
1985	616.4	85.3	14.7	457.7	82.3	43.5	99.5	4.00	24.00	50.0	12	14560	23.62	19960	32.38	500.0
1984	563.5	84.1	15.9	812.7	76.9	20.7	98.8	4.00	24.00	50.0	12	13300	23.60	18230	32.35	500.0
1983	660.8	87.1	12.9	446.3	90.8	13.1	94.7	4.00	36.00	25.0	12	13300	20.13	18230	27.59	550.0
1982	1004.4	65.2	34.8	700.9	80.1	70.4	82.6	1.50	12.00	33.3	12	17290	17.21	25430	25.32	1000.0
1981	1139.8	63.4	36.6	580.2	80.0	41.8	97.8	1.50	12.00	33.3	12	15860	13.91	23330	20.47	1000.0
METROPOLITAN HOME																
1985	718.1	90.6	9.4	496.7	96.0	14.0	98.0	2.50	15.00	50.0	12	12620	17.57	17850	24.86	700.0
1984	723.0	89.7	10.3	636.1	96.9	12.8	99.1	1.95	15.00	35.9	12	11685	16.16	16530	22.86	700.0
1983	725.6	90.1	9.9	502.0	96.2	11.7	98.2	1.75	15.00	28.6	12	10770	14.84	15450	21.29	700.0
1982	716.0	88.3	11.7	792.5	95.8	7.5	98.2	1.50	12.00	33.3	12	9880	13.80	14175	19.80	700.0
1981	743.0	86.4	13.6	564.3	93.4	10.7	96.4	1.25	12.00	12.7	11	9105	12.25	13065	17.58	700.0
NEW SHELTER																
1985	729.2	96.2	3.8	824.7	92.5	55.2	100.0	2.00	11.00	38.9	9	10050	13.78	14065	19.29	700.0
1984	710.7	96.7	3.3	842.4	94.9	32.6	100.0	1.50	11.00	18.5	9	8460	11.90	11840	16.66	675.0
1983	664.4	97.1	2.9	777.9	97.4	98.3	97.8	1.50	11.00	18.5	9	7690	11.57	10765	16.20	650.0
1982	599.6	94.4	5.6	812.8	99.6	57.0	99.8	1.50	10.00	25.9	9	6990	11.66	9785	16.32	625.0
1981	473.7	93.3	6.7	571.7	98.2	42.5	96.3	1.50	10.00	25.9	9	5875	12.40	7835	16.54	525.0
1001 HOME IDEAS																
1985	1537.0	97.6	2.4	1668.7	78.8	17.0	15.6	2.25	22.00	18.5	12	19430	12.64	23435	15.25	1500.0
1984	1520.8	97.9	2.1	1571.7	73.8	22.3	14.1	1.95	18.00	23.1	12	18160	11.94	21900	14.40	1500.0
1983	1343.7	97.3	2.7	2024.3	76.4	18.8	8.7	1.95	18.00	23.1	12	16970	12.63	20475	15.24	1425.0
1982	1141.2	95.8	4.2	1283.8	70.4	22.5	19.1	1.95	18.00	16.1	11	13390	11.73	16880	14.79	1150.0
1981	1103.9	94.2	5.8	1157.8	68.2	23.5	27.9	1.95	18.00	16.1	11	11800	10.69	14875	13.47	1100.0
SOUTHERN LIVING																
1985	2308.1	93.2	6.8	1982.8	97.8	62.8	96.5	2.50	19.95	33.5	12	28230	12.23	39800	17.24	2125.0
1984	2255.5	93.5	6.5	1906.8	98.3	66.1	95.0	2.25	17.95	33.5	12	25780	11.43	36300	16.09	2100.0
1983	2204.7	94.3	5.7	1911.4	97.9	63.3	95.2	1.75	17.95	14.5	12	23980	10.88	33800	15.33	2050.0
1982	2124.0	94.3	5.7	1870.2	98.9	57.1	97.5	2.25	17.95	33.5	12	21840	10.28	30800	14.50	2000.0
1981	1943.1	94.3	5.7	1712.6	97.8	60.4	99.8	1.95	17.95	23.3	12	19020	9.79	26820	13.80	1900.0
SUNSET																
1985	1398.6	93.2	6.8	897.7	94.8	45.1	91.7	1.50	14.00	22.2	12	19421	13.89	27030	19.33	1250.0
1984	1391.9	93.6	6.4	836.6	95.4	46.6	91.3	1.50	14.00	22.2	12	18150	13.04	25262	18.15	1250.0
1983	1417.1	93.4	6.6	794.0	94.0	52.2	90.7	1.50	12.00	33.3	12	16963	11.97	23609	16.66	1250.0
1982	1424.6	92.6	7.4	839.5	93.5	50.0	91.3	1.50	12.00	33.3	12	15562	10.92	21660	15.20	1250.0
1981	1417.0	91.7	8.3	844.8	93.3	51.4	91.1	1.25	12.00	20.0	12	14180	10.01	19736	13.93	1250.0

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Home Service & Home (cont.)																
WORKBENCH																
1985	883.8	95.8	4.2	675.0	98.4	38.7	84.6	1.50	6.00	33.3	6	7390	8.36	10370	11.73	830.0
1984	883.1	95.6	4.4	663.3	98.3	41.5	83.5	1.50	6.00	33.3	6	7390	8.37	10370	11.74	830.0
1983	843.9	95.6	4.4	622.1	98.2	41.9	81.8	1.50	6.00	33.3	6	6425	7.61	9020	10.69	775.0
1982	775.0	95.0	5.0	548.2	98.0	32.6	83.7	1.50	5.00	44.4	6	5895	7.61	8275	10.68	700.0
1981	704.9	94.5	5.5	473.7	97.5	45.9	78.2	1.50	5.00	44.4	6	4800	6.81	6735	9.55	600.0
Mechanics & Science																
HOME MECHANIX																
1985	1411.9	91.9	8.1	1087.5	89.1	11.5	89.6	1.75	11.94	43.1	12	17490	12.39	24800	17.56	1200.0
1984	1591.7	90.6	9.4	1387.5	90.8	12.8	96.1	1.50	11.94	33.7	12	20240	12.72	28700	18.03	1600.0
1983	1616.8	88.9	11.1	1344.9	92.0	10.2	96.0	1.50	11.94	33.7	12	19060	11.79	27020	16.71	1600.0
1982	1609.8	88.7	11.3	1319.7	89.5	11.5	93.2	1.50	11.94	33.7	12	17500	10.87	24815	15.41	1600.0
1981	1614.7	87.6	12.4	1131.3	88.9	13.7	94.9	1.50	11.94	33.7	12	16420	10.17	23285	14.42	1600.0
POPULAR MECHANICS																
1985	1662.6	81.7	18.3	1041.4	83.6	42.5	93.4	1.50	13.97	22.4	12	24045	15.06	35555	21.39	1600.0
1984	1652.2	81.4	18.6	1208.9	84.2	36.7	94.6	1.50	11.97	33.5	12	22870	13.84	32470	19.65	1600.0
1983	1624.4	80.2	19.8	1123.8	83.6	43.6	93.2	1.50	11.97	33.5	12	20863	12.84	29625	18.24	1600.0
1982	1623.7	76.7	23.3	995.8	82.3	49.3	92.2	1.50	11.97	33.5	12	18966	11.68	26932	16.59	1600.0
1981	1627.9	76.0	24.0	951.7	78.6	55.7	91.6	1.25	9.97	33.5	12	17400	10.69	24695	15.17	1600.0
POPULAR SCIENCE																
1985	1810.4	88.5	11.5	1325.2	85.1	16.0	87.7	1.75	13.94	33.6	12	24040	13.28	34095	18.83	1800.0
1984	1803.4	87.3	12.7	1216.1	84.9	16.6	85.7	1.75	13.94	33.6	12	22055	12.23	31280	17.35	1800.0
1983	1841.0	86.0	14.0	1229.0	89.3	10.4	64.8	1.75	13.94	33.6	12	20610	11.20	29235	15.88	1800.0
1982	1835.7	85.1	14.9	1235.5	91.8	17.4	89.3	1.50	13.94	22.6	12	18910	10.30	26820	14.61	1800.0
1981	1807.4	84.8	15.2	919.9	93.4	24.8	86.2	1.50	13.94	22.6	12	17190	9.51	24380	13.49	1800.0
Men's																
ESQUIRE MAGAZINE																
1985	705.6	80.7	19.3	573.6	79.6	18.2	68.7	2.50	17.94	40.2	12	17485	24.78	26150	37.06	700.0
1984	719.7	82.0	18.0	499.0	83.5	12.5	86.4	2.50	17.94	40.2	12	15250	21.19	22825	31.71	700.0
1983	747.5	83.3	16.7	640.0	84.3	11.5	93.2	2.50	17.94	40.2	12	13900	18.60	20800	27.83	700.0
1982	668.1	83.5	16.5	618.1	57.2	20.1	79.6	2.00	15.94	33.6	12	11600	17.36	17400	26.04	650.0
1981	653.6	82.0	18.0	425.9	56.8	31.6	67.1	2.00	15.94	33.6	12	10350	15.84	15500	23.71	650.0
GQ-GENTLEMEN'S QUARTERLY																
1985	645.3	41.3	58.7	332.5	89.3	86.9	99.5	2.50	18.00	40.0	12	11150	17.28	16750	25.96	500.0
1984	624.7	38.5	61.5	334.9	91.6	88.8	99.3	2.50	18.00	40.0	12	10330	16.54	15520	24.84	500.0
1983	565.7	38.0	62.0	295.1	91.1	89.2	99.4	2.50	18.00	40.0	12	8480	14.99	12700	22.45	450.0
1982	530.8	36.1	63.9	266.0	90.8	86.9	99.0	2.50	18.00	40.0	12	6790	12.79	10170	19.16	400.0
1981	457.6	37.1	62.9	240.5	88.5	90.3	96.4	2.00	18.00	25.0	12	5920	12.94	8870	19.38	375.0

Men's

NATIONAL LAMPOON

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	392.0	49.3	50.7	156.6	96.7	0.4	92.7	2.00	11.95	50.2	12	7600	19.39	11200	28.57	450.0
1984	462.6	50.3	49.7	187.8	96.7	0.5	94.5	2.00	11.95	50.2	12	7100	15.35	10500	22.70	450.0
1983	452.0	38.6	61.4	173.3	96.5	1.5	93.7	2.00	11.95	50.2	12	6450	14.27	9500	21.02	450.0
1982	466.4	23.8	76.2	96.3	91.4	5.5	88.5	2.00	11.95	50.2	12	6700	14.37	9900	21.23	521.0
1981	527.0	20.8	79.2	58.7	84.8	62.0	83.1	2.00	11.95	50.2	12	6700	12.71	9900	18.79	580.0

PENTHOUSE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	3105.9	7.7	92.3	223.1	69.4	84.1	99.6	3.50	36.00	14.3	12	33360	10.74	37400	12.04	3400.0
1984	3485.7	5.7	94.3	223.0	75.7	93.7	99.7	3.00	30.00	16.7	12	22930	6.58	34000	9.75	3400.0
1983	3477.0	5.6	94.4	173.8	91.4	92.4	99.5	3.00	30.00	16.7	12	22930	6.59	34000	9.78	3400.0
1982	3898.5	5.7	94.3	208.5	87.0	72.4	99.2	3.00	30.00	16.7	12	24925	6.39	36960	9.48	4500.0
1981	4206.9	5.5	94.5	194.2	82.8	60.5	98.5	2.50	26.00	13.3	12	24145	5.74	36460	8.67	4500.0

PLAYBOY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	4131.3	60.6	39.4	3081.3	98.6	26.8	99.6	4.00	22.00	54.2	12	44740	10.83	62650	15.16	4100.0
1984	4209.8	56.2	43.8	2769.6	91.3	31.1	99.4	3.00	22.00	38.9	12	41085	9.76	47845	11.37	4100.0
1983	4229.8	55.0	45.0	2275.1	98.5	41.8	97.2	3.00	22.00	38.9	12	38395	9.08	53765	12.71	4100.0
1982	4676.3	54.0	46.0	2654.7	99.1	42.3	96.2	3.00	22.00	38.9	12	43760	9.36	61280	13.10	5000.0
1981	5107.4	46.9	53.1	2570.6	99.4	46.2	96.0	2.50	18.00	40.0	12	39780	7.79	55710	10.91	5000.0

Motorcycle

CYCLE WORLD

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	337.0	73.6	26.4	208.0	77.1	13.7	92.9	1.75	13.94	33.6	12	9710	28.81	14565	43.22	325.0
1984	356.9	72.1	27.9	249.3	77.6	12.0	72.2	1.50	13.94	22.6	12	9710	27.21	14565	40.81	350.0
1983	375.6	71.8	28.2	249.8	78.4	14.4	86.6	1.50	13.94	22.6	12	9710	25.85	14565	38.78	375.0
1982	375.3	67.1	32.9	227.7	74.2	16.4	94.2	1.50	13.94	22.6	12	9160	24.41	13740	36.61	375.0
1981	347.7	63.5	36.5	213.4	73.0	16.4	93.6	1.50	13.94	22.6	12	8480	24.39	12550	36.09	375.0

Music

HIGH FIDELITY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	410.2	92.3	7.7	263.7	47.5	54.9	87.7	1.95	13.95	40.4	12	12930	31.52	18480	45.05	400.0
1984	396.3	91.6	8.4	218.4	53.4	48.6	78.6	1.95	13.95	40.4	12	14955	37.74	21375	53.94	400.0
1983	384.0	90.5	9.5	250.8	29.3	67.8	71.2	1.75	13.95	33.6	12	13975	36.39	19975	52.02	375.0
1982	383.8	90.0	10.0	180.2	51.1	45.7	84.1	1.50	13.95	22.5	12	13205	34.41	18410	47.97	N.C.
1981	392.3	90.0	10.0	244.5	51.2	50.9	76.1	1.50	13.95	22.5	12	12340	31.46	16540	42.16	N.C.

ROLLING STONE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	990.9	71.0	29.0	880.4	84.6	9.0	91.2	1.95	19.95	57.4	24	19425	19.60	28430	28.69	1000.0
1984	825.7	67.8	32.2	914.1	82.7	51.4	61.7	1.50	19.95	44.6	24	14690	17.79	21500	26.04	775.0
1983	776.8	66.6	33.4	669.9	86.5	73.1	51.5	1.50	15.95	55.7	24	13515	17.40	20150	25.94	775.0
1982	767.7	65.9	34.1	718.1	91.1	26.7	46.8	1.50	15.95	57.5	25	12870	16.76	19190	25.00	775.0
1981	716.4	64.1	35.9	750.0	88.9	15.7	50.1	1.50	15.95	57.5	25	10830	15.12	16155	22.55	700.0

News-Weeklies

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
JET																
1985	817.2	80.4	19.6	908.4	40.8	56.8	24.7	1.25	36.00	43.5	51	9905	12.12	13810	16.90	800.0
1984	851.6	78.0	22.0	941.5	38.4	59.1	19.3	1.25	36.00	44.6	52	8254	9.69	11508	13.51	800.0
1983	853.6	77.2	22.8	979.0	37.3	58.6	17.0	1.25	36.00	45.7	53	8254	9.67	11508	13.48	700.0
1982	727.2	68.1	31.9	742.2	41.9	46.6	20.9	1.25	36.00	44.6	52	6072	8.35	9590	13.19	700.0
1981	733.2	61.3	38.7	572.5	45.9	51.4	30.4	1.00	30.00	43.4	53	6072	8.28	9590	13.08	700.0
NEWSWEEK																
1985	3058.2	94.5	5.5	3474.6	84.2	47.5	49.4	1.95	39.00	61.5	52	50795	16.61	79240	25.91	3000.0
1984	3024.6	94.1	5.9	3342.0	82.1	49.0	48.0	1.75	39.00	58.7	54	47250	15.62	73710	24.37	3000.0
1983	3030.6	93.3	6.7	3084.6	85.0	31.1	53.7	1.50	39.00	50.9	53	44040	14.53	68700	22.67	2950.0
1982	3012.6	92.7	7.3	2980.6	86.7	15.2	48.7	1.50	39.00	50.0	52	40930	13.59	63850	21.19	2950.0
1981	2957.6	92.2	7.8	2871.2	84.4	53.5	60.1	1.50	39.00	50.0	52	37040	12.52	57780	19.54	2950.0
NEW YORK MAGAZINE																
1985	441.7	90.7	9.3	422.3	88.9	40.4	62.6	1.95	33.00	66.2	50	11810	26.74	18600	42.11	415.0
1984	436.8	90.6	9.4	462.8	88.5	34.0	57.8	1.75	33.00	62.3	50	10860	24.86	17100	39.15	400.0
1983	427.0	90.5	9.5	419.2	90.1	44.7	57.7	1.50	32.00	57.3	50	10150	23.77	15980	37.42	400.0
1982	429.8	90.7	9.3	491.2	87.5	55.9	46.8	1.50	29.00	61.3	50	9310	21.66	14660	34.11	400.0
1981	418.8	90.6	9.4	384.8	88.5	79.9	52.8	1.50	26.00	65.3	50	8460	20.20	13330	31.83	400.0
PEOPLE WEEKLY																
1985	2902.6	41.9	58.1	1816.1	94.5	49.8	59.8	1.50	51.50	32.7	51	43775	15.08	56425	19.44	2850.0
1984	2769.5	36.5	63.5	1499.9	92.3	64.8	71.2	1.25	46.00	27.8	51	40370	14.58	52050	18.79	2750.0
1983	2741.8	36.6	63.4	1674.3	92.1	57.4	56.3	1.25	45.00	29.4	51	36350	13.26	46850	17.09	2600.0
1982	2573.0	26.9	73.1	1072.3	92.8	49.5	66.6	1.25	41.00	35.7	51	33300	12.94	42950	16.69	2425.0
1981	2487.0	23.1	76.9	908.4	92.5	49.5	70.8	0.95	39.00	19.5	51	27000	10.86	34800	13.99	2350.0
SPORTING NEWS, THE																
1985	713.0	92.3	7.7	1178.6	90.8	16.3	19.4	1.95	51.50	48.2	51	12530	17.57	15781	22.13	700.0
1984	664.9	91.3	8.7	930.7	93.8	21.9	27.5	1.75	45.00	50.5	52	11391	17.13	14346	21.58	660.0
1983	586.0	88.3	11.7	824.1	93.9	26.7	26.5	1.50	39.95	48.8	52	9957	16.99	12540	21.40	600.0
1982	494.2	85.3	14.7	658.4	90.0	29.6	33.5	1.50	36.00	54.7	53	7366	14.90	9278	18.77	475.0
1981	443.8	83.2	16.8	532.3	91.5	56.3	46.5	1.50	31.00	60.3	52	6565	14.79	8289	18.68	425.0
SPORTS ILLUSTRATED																
1985	2781.1	95.9	4.1	4179.3	86.2	62.4	46.4	1.95	53.40	48.3	53	49815	17.91	77710	27.94	2725.0
1984	2667.6	95.9	4.1	3933.1	82.6	52.8	46.4	1.95	52.40	50.2	54	44365	16.63	69210	25.94	2550.0
1983	2476.7	95.9	4.1	3396.3	80.9	55.8	48.0	1.95	48.00	53.6	53	40050	16.17	62480	25.23	2425.0
1982	2405.2	96.1	3.9	3214.7	80.4	54.8	51.7	1.50	41.00	48.4	53	35725	14.85	55730	23.17	2325.0
1981	2285.5	96.3	3.7	3058.9	76.0	63.5	54.4	1.50	36.00	53.8	52	31710	13.87	49465	21.64	2250.0

News-Weeklies (cont.)

TIME

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	4648.1	95.3	4.7	6879.8	88.4	70.1	39.3	1.95	58.24	42.6	52	69650	14.98	108650	23.38	4600.0
1984	4625.2	95.2	4.8	6438.2	85.3	77.3	42.8	1.95	51.50	50.2	53	65275	14.11	101825	22.02	4600.0
1983	4666.5	94.6	5.4	6324.0	83.1	71.2	43.0	1.75	45.00	51.5	53	65275	13.99	101825	21.82	4600.0
1982	4509.9	93.8	6.2	5373.8	80.6	60.1	49.4	1.50	41.00	47.4	52	55045	12.21	85870	19.04	4400.0
1981	4407.2	93.7	6.3	5018.9	81.8	61.7	52.2	1.50	36.00	53.8	52	49335	11.19	76960	17.46	4250.0

TV GUIDE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	17031.9	50.3	49.7	10573.4	85.4	42.7	60.4	0.60	29.90	4.2	52	80200	4.71	94700	5.56	17000.0
1984	17230.4	50.0	50.0	12099.3	84.3	80.7	64.2	0.60	29.90	4.2	52	75700	4.39	89300	5.18	17000.0
1983	17168.8	47.3	52.7	10809.9	81.8	87.6	59.5	0.50	23.40	11.7	53	72000	4.19	85000	4.95	17000.0
1982	17260.3	45.9	54.1	9903.4	88.3	80.1	63.6	0.50	23.40	10.0	52	65600	3.80	77400	4.48	17000.0
1981	17877.8	40.0	60.0	9701.5	77.3	71.6	63.5	0.50	20.00	23.1	52	64400	3.60	76000	4.25	18300.0

U.S. NEWS & WORLD REPORT

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	2077.7	97.4	2.6	3554.4	92.1	54.2	32.4	1.95	29.00	70.8	51	33155	15.96	52330	25.19	2050.0
1984	2091.9	97.2	2.8	2776.2	90.6	58.4	42.0	1.75	41.00	54.9	52	30985	14.81	48905	23.38	2050.0
1983	2117.4	96.7	3.3	2762.0	90.9	42.9	43.3	1.50	36.00	52.9	51	30985	14.63	48905	23.10	2050.0
1982	2124.5	96.7	3.3	2829.5	93.2	44.3	38.8	1.50	36.00	52.9	51	26935	12.68	42510	20.01	2050.0
1981	2082.8	96.3	3.7	2528.3	93.3	49.7	42.5	1.50	31.00	59.5	51	24310	11.67	38365	18.42	2000.0

News-Biweeklies, Semi-Monthlies

US

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	950.2	57.9	41.2	828.4	86.9	7.8	22.3	1.50	23.95	36.1	25	12215	12.86	15770	16.60	900.0
1984	1012.9	47.5	52.5	631.5	89.5	5.1	32.8	1.25	23.95	29.0	27	14145	13.96	18260	18.03	1100.0
1983	1097.6	47.9	52.1	702.3	88.3	3.8	50.7	1.00	23.95	7.9	26	13035	11.88	16830	15.33	1100.0
1982	1091.9	25.8	74.2	668.0	89.0	3.1	36.5	1.00	23.95	7.9	26	11850	10.85	15300	14.01	1100.0
1981	1088.2	39.7	60.3	653.5	91.1	22.7	31.9	0.95	17.95	27.3	26	10825	9.95	13970	12.84	1100.0

Photography

MODERN PHOTOGRAPHY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	737.4	86.6	13.4	442.7	85.5	15.9	94.8	2.25	13.98	48.2	12	29920	40.57	40570	55.02	725.0
1984	714.9	84.7	15.3	542.3	73.6	23.7	88.7	1.95	13.98	40.3	12	27730	38.79	37600	52.59	700.0
1983	679.4	81.8	18.2	525.6	62.3	30.1	86.5	1.75	15.95	24.0	12	25795	37.97	34975	51.48	675.0
1982	669.6	81.6	18.4	437.3	67.7	23.8	89.7	1.75	15.95	24.0	12	24210	36.16	32170	48.04	N.C.
1981	652.0	80.1	19.9	374.2	74.2	16.6	74.7	1.75	15.95	24.0	12	21615	33.15	28725	44.06	N.C.

Science

DISCOVER

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	936.6	86.2	13.8	925.1	86.7	60.9	66.9	2.50	24.00	20.0	12	10965	11.71	15905	16.98	850.0
1984	983.9	87.0	13.0	890.1	85.7	65.5	72.5	2.00	22.00	8.3	12	17230	17.51	24990	25.40	935.0
1983	918.3	86.0	14.0	795.9	82.1	70.5	73.1	2.00	22.00	8.3	12	16405	17.86	23800	25.92	850.0
1982	853.6	84.7	15.3	953.4	87.5	77.9	77.9	2.00	20.00	16.7	12	15320	17.95	22225	26.04	750.0
1981	686.5	83.8	16.2	844.5	93.8	89.3	94.6	2.00	18.00	25.0	12	10485	15.27	15210	22.16	600.0

Science (cont.)

NATURAL HISTORY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	498.6	98.8	1.2	495.8	14.6	83.7	95.0	2.50	20.00	33.3	12	8700	17.45	12700	25.47	490.0
1984	503.5	98.8	1.2	419.4	0.0	100.0	95.7	2.50	18.00	40.0	12	8150	16.19	12000	23.83	485.0
1983	479.6	98.3	1.7	513.2	0.0	100.0	92.6	2.50	18.00	40.0	12	7500	15.64	11100	23.14	465.0
1982	465.0	95.9	4.1	379.5	92.5	100.0	93.2	2.00	15.00	37.5	12	6520	14.02	9780	21.03	460.0
1981	461.2	96.3	3.7	357.7	0.0	100.0	83.2	2.00	15.00	37.5	12	6520	14.14	9780	21.21	460.0

OMNI

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	863.3	63.7	36.3	663.2	75.7	40.4	46.8	2.50	24.00	20.0	12	17645	20.44	24505	28.39	855.0
1984	837.3	60.8	39.2	581.4	61.0	68.4	57.0	2.50	24.00	20.0	12	14850	17.74	22275	26.60	825.0
1983	813.9	46.4	53.6	415.6	67.6	77.0	79.2	2.50	24.00	20.0	12	13455	16.53	20185	24.80	825.0
1982	745.0	31.0	69.0	361.7	79.1	41.2	61.2	2.50	24.00	20.0	12	12230	16.42	18350	24.63	825.0
1981	801.2	24.9	75.1	191.7	86.4	92.1	99.1	2.50	24.00	20.0	12	12230	15.26	18350	22.90	825.0

SCIENCE DIGEST

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	582.0	71.0	29.0	410.0	84.9	38.4	88.8	2.00	13.97	41.8	12	13035	22.40	17370	29.85	550.0
1984	566.1	66.4	33.6	371.4	83.6	45.9	90.6	2.00	13.97	41.8	12	11850	20.93	15790	27.89	550.0
1983	543.6	61.2	38.8	337.3	86.3	43.4	84.4	2.00	13.97	41.8	12	10920	20.09	14555	26.78	525.0
1982	555.4	56.9	43.1	317.0	86.7	43.8	68.4	2.00	13.97	41.8	12	9925	17.87	13230	23.82	525.0
1981	496.4	46.1	53.9	308.8	82.5	35.2	96.8	2.00	13.97	36.5	11	8100	16.32	10800	21.76	400.0

SCIENCE 85

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	729.9	87.5	12.5	879.6	95.7	24.2	86.3	2.00	18.00	10.0	10	13350	18.29	19100	26.17	700.0
1984	719.0	88.0	12.0	892.2	96.0	24.2	89.2	2.00	18.00	10.0	10	12500	17.39	17900	24.90	700.0
1983	716.4	88.9	11.1	893.1	96.6	27.5	91.4	2.00	15.00	25.0	10	11836	16.52	16909	23.60	700.0
1982	725.4	89.4	10.6	880.8	99.0	23.2	91.3	2.00	15.00	25.0	10	10780	14.86	15400	21.23	700.0
1981	639.4	91.3	8.7	946.9	97.6	4.3	93.2	2.00	15.00	25.0	10	9450	14.78	13500	21.11	675.0

Senior Citizens

50 PLUS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	414.2	89.4	10.6	599.1	98.2	10.5	35.1	1.50	15.00	16.7	12	8820	21.29	12010	29.00	420.0
1984	315.2	100.0	0.0	341.9	97.6	65.8	94.9	1.50	15.00	16.7	12	5695	18.07	7755	24.60	315.0
1983	287.5	99.9	0.1	270.4	97.2	19.6	96.6	1.50	15.00	16.7	12	4950	17.22	6745	23.46	290.0
1982	273.2	100.0	0.0	269.2	95.6	21.1	78.7	1.50	15.00	16.7	12	4500	16.47	6130	22.44	265.0
1981	223.0	100.0	0.0	352.3	97.4	12.9	50.5	1.50	12.50	30.6	12	3600	16.14	4905	22.00	250.0

MODERN MATURITY

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	12228.7	100.0	0.0	9611.8	0.0	100.0	72.3	0.00	2.40	0.0	6	82310	6.73	92000	7.52	10000.0
1984	10329.1	100.0	0.0	8221.4	0.0	100.0	71.9	0.00	2.00	0.0	6	68590	6.64	76680	7.42	9000.0
1983	9078.4	100.0	0.0	6288.7	0.0	100.0	73.7	0.00	2.00	0.0	6	57160	6.30	69710	7.68	8500.0
1982	8222.2	100.0	0.0	6017.7	0.0	100.0	73.5	0.00	2.00	0.0	6	47630	5.79	58090	7.07	N.C.
1981	7144.3	100.0	0.0	5676.2	0.0	100.0	73.6	0.00	1.80	0.0	6	38975	5.46	48720	6.82	N.C.

Sports

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
GOLF DIGEST																
1985	1231.3	91.8	8.2	1040.2	88.4	30.4	93.3	1.95	19.94	14.8	12	25660	20.84	38490	31.26	1200.0
1984	1211.8	92.2	7.8	1116.8	87.5	27.8	91.2	1.95	17.95	23.3	12	23330	19.25	34995	28.88	1200.0
1983	1153.6	91.4	8.6	1053.4	88.7	21.6	90.7	1.75	17.95	14.5	12	21490	18.63	32235	27.94	1150.0
1982	1047.3	90.9	9.1	1021.0	85.9	26.7	86.3	1.50	14.95	16.9	12	17750	16.95	26625	25.42	1010.0
1981	1026.6	91.8	8.2	711.9	85.8	25.2	91.9	1.50	14.95	16.9	12	15865	15.45	23800	23.18	1010.0
GOLF (INCORPORATING GOLFING)																
1985	804.1	89.9	10.1	606.8	82.0	8.1	90.5	1.95	15.94	31.9	12	17405	21.65	26125	32.49	800.0
1984	786.4	89.5	10.5	557.8	84.7	5.8	78.5	1.95	15.94	31.9	12	15540	19.76	23325	29.66	770.0
1983	756.5	88.9	11.1	503.3	86.1	10.1	76.1	1.75	15.94	24.1	12	14000	18.51	21010	27.77	725.0
1982	760.6	89.1	10.9	566.7	84.6	10.7	71.8	1.50	13.94	22.6	12	12965	17.05	19450	25.57	725.0
1981	735.8	89.9	10.1	524.7	86.9	17.4	81.8	1.25	11.94	20.4	12	11575	15.73	17365	23.60	725.0
MUSCLE & FITNESS																
1985	449.2	14.1	85.9	96.2	100.0	72.6	78.0	3.50	29.95	28.7	12	5000	11.13	6575	14.64	N.C.
1984	420.1	12.6	87.4	85.5	100.0	72.8	72.1	2.95	29.95	15.4	12	3719	8.85	5020	11.95	N.C.
1983	351.7	11.2	88.8	66.1	99.6	92.2	56.6	2.95	29.95	15.4	12	3719	10.57	5020	14.27	N.C.
1982	283.3	10.5	89.5	32.2	99.5	89.7	74.6	2.95	29.95	15.4	12	2975	10.50	4016	14.18	N.C.
1981	222.0	13.5	86.5	20.2	99.8	93.7	70.2	2.95	29.95	1.5–	10	2975	13.40	4016	18.09	N.C.
SKI (INCORPORATING SKI LIFE)																
1985	420.2	81.3	18.7	260.0	80.3	7.2	88.6	1.75	9.94	29.0	8	13765	32.76	18895	44.97	410.0
1984	421.6	81.7	18.3	223.1	75.4	8.6	87.6	1.75	11.94	14.7	8	12745	30.23	17495	41.50	430.0
1983	422.4	79.9	20.1	232.7	70.5	9.2	81.4	1.75	11.94	2.5	7	11910	28.20	16350	38.71	410.0
1982	416.5	79.2	20.8	235.1	71.2	5.3	78.1	1.75	11.94	2.5	7	11025	26.47	15140	36.35	410.0
1981	406.9	79.6	20.4	224.2	72.2	15.3	80.4	1.50	11.94	13.7–	7	9845	24.20	13520	33.23	410.0
SKIING																
1985	439.7	79.8	20.2	309.4	73.0	22.0	84.9	1.95	9.98	26.9	7	15555	35.38	21125	48.04	430.0
1984	432.8	78.6	21.4	266.4	75.5	22.7	84.9	1.75	9.98	18.5	7	14270	32.97	19380	44.78	430.0
1983	429.3	78.2	21.8	222.8	74.3	22.0	84.6	1.75	9.98	18.5	7	12985	30.25	17635	41.08	430.0
1982	412.1	77.9	22.1	237.0	72.9	19.5	81.7	1.75	9.98	18.5	7	12135	29.45	16480	39.99	430.0
1981	415.6	77.0	23.0	182.8	66.2	20.4	80.9	1.75	9.98	18.5	7	11135	26.79	15120	36.38	430.0
SPORT																
1985	931.6	83.8	16.2	452.5	43.2	53.6	81.5	2.00	12.00	50.0	12	15500	16.64	22600	24.26	930.0
1984	928.7	83.9	16.1	461.8	40.4	56.8	76.9	2.00	12.00	50.0	12	15500	16.69	22600	24.34	930.0
1983	935.5	82.2	17.8	518.5	39.9	49.6	74.8	2.00	12.00	50.0	12	12900	13.79	18800	20.10	900.0
1982	904.6	80.5	19.5	441.1	44.1	59.4	70.2	1.50	12.00	33.3	12	11900	13.15	17400	19.24	900.0
1981	1091.5	86.0	14.0	418.7	55.2	84.5	69.6	1.50	9.97	44.6	12	10000	9.16	14600	13.38	900.0

Sports (cont.)

TENNIS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	507.3	90.7	9.3	437.1	68.9	30.0	75.0	1.75	17.94	14.6	12	11570	22.81	17360	34.22	500.0
1984	504.6	91.2	8.8	376.8	79.9	20.7	84.5	1.75	13.95	33.6	12	10520	20.85	15780	31.27	500.0
1983	502.0	90.4	9.6	357.6	77.6	22.1	86.0	1.75	13.95	33.6	12	9980	19.88	14970	29.82	500.0
1982	474.9	88.7	11.3	374.8	70.5	24.2	80.2	1.75	11.95	43.1	12	8500	17.90	12750	26.85	460.0
1981	488.9	89.3	10.7	330.9	57.8	35.1	74.9	1.50	11.95	33.6	12	7450	15.24	11175	22.86	460.0

WORLD TENNIS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	361.7	93.9	6.1	401.4	51.4	52.1	62.6	1.75	15.94	24.1	12	8811	24.36	13200	36.49	350.0
1984	386.0	92.8	7.2	311.0	30.7	67.8	87.5	1.75	11.94	43.1	12	9135	23.67	13685	35.45	385.0
1983	385.8	92.5	7.5	289.4	36.5	62.5	71.4	1.75	15.94	24.1	12	8460	21.93	12670	32.84	385.0
1982	378.3	92.8	7.2	256.0	27.1	71.5	97.6	1.75	15.94	24.1	12	7630	20.17	11425	30.20	375.0
1981	405.3	93.9	6.1	256.7	29.9	68.5	97.0	1.50	11.94	33.7	12	6475	15.98	9695	23.92	350.0

Travel

MICHIGAN LIVING

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	824.8	100.0	0.0	834.3	0.2	100.0	100.0	1.00	9.00	25.0	12	6710	8.14	8050	9.76	N.C.
1984	811.1	100.0	0.0	802.0	0.1	100.0	100.0	0.75	6.00	33.3	12	6100	7.52	7500	9.25	N.C.
1983	802.5	100.0	0.0	826.0	0.1	100.0	100.0	0.75	6.00	33.3	12	5700	7.10	7000	8.72	N.C.
1982	812.9	100.0	0.0	817.7	0.0	100.0	100.0	0.75	1.25	86.1	12	5135	6.32	6330	7.79	N.C.
1981	818.0	100.0	0.0	836.3	0.0	100.0	100.0	0.75	1.25	86.1	12	5135	6.28	6330	7.74	N.C.

MOTORLAND

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	1577.4	100.0	0.0	1719.6	0.0	100.0	100.0	0.50	3.00	0.0	6	11300	7.16	14350	9.10	N.C.
1984	1489.7	100.0	0.0	1713.2	0.0	100.0	100.0	0.50	3.00	0.0	6	11300	7.59	14350	9.63	N.C.
1983	1406.5	100.0	0.0	1603.8	0.0	100.0	100.0	0.00	2.00	0.0	6	9240	6.57	11735	8.34	N.C.
1982	1339.1	100.0	0.0	1519.6	0.0	100.0	100.0	0.00	2.00	0.0	6	8422	6.29	10443	7.80	N.C.
1981	1290.3	100.0	0.0	1352.9	0.0	100.0	100.0	0.00	2.00	0.0	6	7520	5.83	9358	7.25	N.C.

SIGNATURE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	787.3	100.0	0.0	820.2	99.0	69.0	99.7	2.50	17.95	40.2	12	12260	15.57	15000	19.05	815.0
1984	787.7	100.0	0.0	965.7	97.7	61.1	99.0	2.00	14.50	39.6	12	12260	15.56	15000	19.04	815.0
1983	720.0	99.9	0.1	833.3	95.9	54.7	98.7	2.00	12.00	50.0	12	10660	14.81	13033	18.10	750.0
1982	660.2	100.0	0.0	675.6	95.3	73.8	93.5	1.50	12.00	33.3	12	9189	13.92	11236	17.02	690.0
1981	626.6	100.0	0.0	806.2	85.5	78.2	87.3	1.00	9.00	25.0	12	6688	10.67	8080	12.89	625.0

TRAVEL & LEISURE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	985.2	99.0	1.0	1308.6	99.3	90.3	80.6	2.95	24.00	32.2	12	18535	18.81	24940	25.31	975.0
1984	949.3	99.0	1.0	1277.5	99.4	86.5	99.8	2.95	19.00	46.3	12	16740	17.63	22530	23.73	925.0
1983	930.0	98.7	1.3	992.7	99.9	97.7	99.9	2.50	17.00	43.3	12	15560	16.73	20940	22.52	925.0
1982	948.5	99.4	0.6	1045.7	100.0	100.0	100.0	2.50	20.00	33.3	12	14825	15.63	19940	21.02	925.0
1981	960.0	99.9	0.1	996.6	100.0	89.2	100.0	2.50	18.00	40.0	12	13235	13.79	17800	18.54	925.0

Travel (cont.)

TRAVELER*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	1009.1	100.0	0.0	953.2	100.0	100.0	99.9	4.85	12.95	33.2	4	17980	17.82	24200	23.98	1000.0
1984	923.4	99.9	0.1	1744.6	100.0	100.0	100.0	4.70	12.50	33.5	4	16345	17.70	22000	23.82	1000.0
1983																
1982																
1981																

TV & Radio/Communications & Electronics

VIDEO

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	321.2	74.7	25.3	219.4	98.9	3.9	40.6	2.50	15.00	50.0	12	10730	33.41	13600	42.34	340.0
1984	279.2	70.8	29.2	213.9	99.1	12.7	92.0	1.95	15.00	35.9	12	8520	30.52	10800	38.68	300.0
1983	235.5	68.6	31.4	205.5	96.5	13.4	94.4	1.95	15.00	35.9	12	7410	31.46	9390	39.87	275.0
1982	143.5	57.8	42.2	113.4	94.7	31.8	86.9	1.75	15.00	28.6	12	4313	30.06	5465	38.08	160.0
1981	99.0	43.0	57.0	75.8	94.9	28.2	75.2	1.75	15.00	28.6	12	2995	30.25	3795	38.33	100.0

Women's

COSMOPOLITAN

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	2921.5	10.4	89.6	316.3	93.4	29.7	98.2	1.95	24.97	6.7–	12	29870	10.22	40195	13.76	2500.0
1984	2907.1	9.5	90.5	308.6	93.2	28.2	97.9	1.95	24.97	6.7–	12	27180	9.35	36575	12.58	2500.0
1983	3011.2	7.4	92.6	245.1	94.0	28.3	97.8	1.75	24.00	14.3–	12	23905	7.94	32170	10.68	2350.0
1982	2864.3	5.6	94.4	179.7	91.3	29.2	97.4	1.75	24.00	14.3–	12	21535	7.52	28980	10.12	2250.0
1981	2799.5	4.0	96.0	139.0	91.2	31.9	97.0	1.75	24.00	14.3–	12	19940	7.12	26835	9.59	2250.0

ESSENCE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	801.0	74.2	25.8	630.1	95.0	36.7	98.0	1.50	12.00	33.3	12	11100	13.86	16650	20.79	800.0
1984	700.4	70.1	29.9	759.7	95.9	23.9	98.3	1.50	10.00	44.4	12	9100	12.99	13650	19.49	700.0
1983	700.2	68.3	31.7	579.1	98.1	27.4	97.7	1.25	10.00	33.3	12	8670	12.38	13000	18.57	700.0
1982	650.2	67.4	32.6	529.3	97.2	42.0	97.6	1.25	9.00	40.0	12	7540	11.60	11320	17.41	650.0
1981	650.6	70.0	30.0	550.0	98.4	28.6	98.0	1.25	9.00	40.0	12	6855	10.54	10290	15.82	650.0

FAMILY CIRCLE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	6680.9	5.4	94.6	497.8	97.9	92.7	99.3	0.89	15.13	0.0	17	61475	9.20	73100	10.94	7850.0
1984	6964.4	3.3	96.7	343.0	97.5	97.1	99.1	0.85	14.45	0.0	17	56000	8.04	66650	9.57	7750.0
1983	7251.5	1.8	98.2	203.9	97.5	96.8	97.9	0.75	12.75	0.0	17	63200	8.72	75200	10.37	8000.0
1982	7217.1	0.6	99.4	128.8	96.8	71.1	54.3	0.69	11.97	2.0–	17	57725	8.00	69600	9.64	8000.0
1981	7432.6	0.2	99.8	7.4	88.6	100.0	97.1	0.65	11.00	0.5	17	55100	7.41	66450	8.94	8400.0

GOOD HOUSEKEEPING

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	5180.1	65.5	34.5	2921.8	94.6	63.0	96.0	1.95	15.97	31.8	12	59325	11.45	74440	14.37	5000.0
1984	5240.5	65.0	35.0	2902.9	94.6	67.7	96.5	1.95	14.97	36.0	12	55185	10.53	69245	13.21	5000.0
1983	5407.0	63.5	36.5	2906.3	92.9	77.0	95.6	1.95	14.97	36.0	12	50860	9.41	63820	11.80	5000.0
1982	5421.2	64.4	35.6	2990.2	92.4	64.1	95.3	1.50	12.97	27.9	12	46235	8.53	58020	10.70	5000.0
1981	5365.7	65.5	34.5	3048.8	91.2	63.5	95.1	1.25	11.97	20.2	12	42030	7.83	52745	9.83	5000.0

*See Special Notes - Page 7

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
LADIES' HOME JOURNAL																
1985	5137.6	80.8	19.2	5520.0	87.0	7.7	29.0	1.50	20.00	11.1–	12	47000	9.15	57800	11.25	5000.0
1984	5089.4	80.4	19.6	4720.1	83.7	9.7	37.5	1.50	20.00	11.1–	12	43900	8.63	54000	10.61	5000.0
1983	5226.6	81.9	18.1	3220.6	78.7	11.7	26.4	1.50	17.97	0.2	12	41000	7.84	50400	9.64	5000.0
1982	5170.0	83.8	16.2	3948.7	79.8	21.5	92.6	1.50	17.97	0.2	12	39000	7.54	48000	9.28	5000.0
1981	5521.8	84.3	15.7	3673.3	70.2	65.7	88.5	1.50	9.97	44.6	12	40800	7.39	50200	9.09	5500.0
McCALL'S																
1985	6272.4	88.9	11.1	9267.0	94.1	95.9	94.4	1.50	11.95	33.6	12	57800	9.21	71100	11.34	6200.0
1984	6267.7	87.9	12.1	7875.9	94.3	90.9	99.9	1.50	9.95	44.7	12	52560	8.39	64620	10.31	6200.0
1983	6317.8	88.1	11.9	5913.6	87.7	86.3	97.1	1.50	9.95	44.7	12	48670	7.70	59830	9.47	6200.0
1982	6234.6	88.6	11.4	6260.2	80.5	7.1	94.1	1.50	11.95	33.6	12	48670	7.81	59830	9.60	6200.0
1981	6236.3	87.6	12.4	5281.3	77.5	9.7	92.3	1.25	10.95	27.0	12	45860	7.35	56400	9.04	6200.0
MS. MAGAZINE																
1985	458.5	90.3	9.7	368.3	85.9	11.3	98.0	1.95	16.00	31.6	12	8600	18.76	11560	25.21	450.0
1984	469.6	89.9	10.1	284.1	87.7	12.0	96.2	1.75	14.00	33.3	12	7960	16.95	10700	22.79	450.0
1983	484.7	91.5	8.5	419.1	87.0	9.5	93.2	1.50	14.00	22.2	12	7300	15.06	9800	20.22	450.0
1982	494.9	88.8	11.2	541.8	85.2	6.6	94.3	1.50	12.00	27.3	11	7300	14.75	9800	19.80	450.0
1981	485.6	89.5	10.5	394.9	84.5	11.4	90.3	1.25	12.00	20.0	12	6500	13.39	8720	17.96	450.0
NEW WOMAN																
1985	1156.3	46.4	53.6	750.6	96.1	24.4	95.1	1.95	15.00	35.9	12	10350	8.95	13800	11.93	1150.0
1984	1012.2	38.0	62.0	474.8	99.0	79.0	54.2	1.75	15.00	28.6	12	9405	9.29	12540	12.39	1000.0
1983	1021.3	37.7	62.3	413.3	98.9	76.0	66.3	1.75	15.00	28.6	12	8550	8.37	11400	11.16	1000.0
1982	1081.8	33.9	66.1	364.1	98.9	86.8	57.5	1.75	15.00	22.1	11	11110	10.27	14812	13.69	1300.0
1981	1304.2	30.5	69.5	252.3	98.8	94.9	91.9	1.75	15.00	42.9–	6	11110	8.52	14812	11.36	1200.0
PARENTS																
1985	1718.1	94.3	5.7	2089.4	85.9	4.7	96.8	1.95	18.00	23.1	12	27490	16.00	35190	20.48	1675.0
1984	1687.1	94.6	5.4	1908.7	86.1	5.2	99.0	1.95	18.00	23.1	12	25740	15.26	32950	19.53	1675.0
1983	1693.9	93.9	6.1	2059.3	86.5	8.4	98.1	1.50	14.00	22.2	12	24750	14.61	31680	18.70	1675.0
1982	1640.8	94.2	5.8	1782.5	85.0	8.6	99.1	1.50	12.00	33.3	12	22240	13.55	28475	17.35	1650.0
1981	1560.0	95.1	4.9	1544.5	85.8	10.8	97.7	1.25	12.00	20.0	12	18480	11.85	23660	15.17	1550.0
REDBOOK																
1985	4149.4	82.3	17.7	2819.4	74.8	10.1	92.2	1.50	11.97	33.5	12	38870	9.37	51400	12.39	3800.0
1984	3974.5	83.4	16.6	3267.6	85.2	9.6	92.3	1.50	11.97	33.5	12	35495	8.93	46940	11.81	3800.0
1983	3951.0	84.2	15.8	2262.2	76.3	19.5	88.5	1.50	11.97	33.5	12	32270	8.17	42675	10.80	3800.0
1982	4078.5	83.4	16.6	2708.9	70.0	12.5	85.5	1.50	11.97	33.5	12	32270	7.91	42675	10.46	3800.0
1981	4336.3	81.9	18.1	2724.8	66.6	60.8	82.3	1.50	9.97	44.6	12	33195	7.66	43900	10.12	4300.0

Women's (cont.)

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SELF																
1985	1105.9	46.2	53.8	477.5	78.7	83.1	98.4	1.95	15.00	35.9	12	15040	13.60	22450	20.30	1000.0
1984	1077.9	49.3	50.7	546.9	82.9	87.2	98.7	1.95	12.00	48.7	12	13925	12.92	23725	22.01	1000.0
1983	1088.1	46.8	53.2	640.0	81.9	85.3	98.9	1.75	12.00	42.9	12	12000	11.03	17900	16.45	950.0
1982	1018.9	50.1	49.9	446.6	78.6	81.2	97.7	1.75	12.00	42.9	12	10400	10.21	15500	15.21	900.0
1981	1015.3	51.4	48.6	660.9	87.5	45.6	97.2	1.50	12.00	33.3	12	9250	9.11	13850	13.64	850.0
SEVENTEEN																
1985	1744.1	70.4	29.6	1521.1	76.5	77.0	95.4	1.50	13.95	22.5	12	17925	10.28	25975	14.89	1600.0
1984	1719.9	70.5	29.5	1427.6	81.7	73.3	96.6	1.50	13.95	22.5	12	16375	9.52	23725	13.79	1550.0
1983	1606.2	66.5	33.5	1360.5	80.4	88.4	96.1	1.50	11.95	33.6	12	14450	9.00	20900	13.01	1500.0
1982	1497.6	59.7	40.3	1074.8	76.4	85.6	99.3	1.25	11.95	20.3	12	13325	8.90	19250	12.85	1500.0
1981	1475.3	53.5	46.5	981.5	80.0	90.2	99.1	1.25	11.95	20.3	12	11850	8.03	17100	11.59	1500.0
SHAPE*																
1985	533.0	24.9	75.1	170.9	99.9	87.3	67.4	1.95	20.00	14.5	12	6690	12.55	9075	17.03	N.C.
1984	489.9	24.8	75.2	173.8	88.9	77.3	74.3	1.95	20.00	14.5	12	5535	11.30	7475	15.26	N.C.
1983	401.7	32.9	67.1	271.1	99.7	93.2	30.5	1.95	20.00	14.5	12	4672	11.63	6307	15.70	N.C.
1982	216.0	16.7	83.3	66.3	50.6	91.9	28.7	1.95	20.00	14.5	12	4672	21.63	6307	29.20	N.C.
1981	143.2	4.6	95.4	22.6	100.0	100.0	100.0	1.95	20.00	14.5	12	2040	14.25	2754	19.23	N.C.
SOAP OPERA DIGEST																
1985	767.6	42.6	57.4	289.8	74.4	30.9	47.7	1.50	56.75	40.1 –	27	8185	10.66	9550	12.44	675.0
1984	820.6	47.0	53.0	384.4	76.4	35.7	37.5	1.25	26.00	20.0	26	7440	9.07	8680	10.58	675.0
1983	710.1	51.4	48.6	499.5	83.1	18.6	84.2	1.25	24.70	24.0	26	6230	8.77	7270	10.24	650.0
1982	624.2	48.1	51.9	447.2	82.2	20.6	58.1	0.95	21.00	15.0	26	5255	8.42	6130	9.82	650.0
1981	630.6	36.5	63.5	360.2	81.9	30.7	38.2	0.95	21.00	15.0	26	4680	7.42	5460	8.66	650.0
'TEEN																
1985	1039.4	71.8	28.2	935.4	78.4	32.5	97.5	1.75	12.95	38.3	12	10000	9.62	15000	14.43	1000.0
1984	1002.0	72.4	27.6	747.5	71.4	49.6	99.0	1.50	11.95	33.6	12	9500	9.48	14250	14.22	1000.0
1983	1014.6	68.2	31.8	777.9	67.1	37.9	99.2	1.50	11.95	33.6	12	8970	8.84	13455	13.26	1000.0
1982	1051.9	69.5	30.5	680.1	66.5	58.7	98.0	1.25	11.95	20.3	12	8200	7.80	12750	12.12	1000.0
1981	1066.6	70.1	29.9	847.1	70.4	42.2	86.6	1.25	11.95	20.3	12	7900	7.41	12245	11.48	1000.0
TRUE STORY																
1985	1518.7	80.8	19.2	1152.4	88.2	2.2	99.6	1.25	14.95	0.3	12	15800	10.40	20560	13.54	1540.0
1984	1513.2	81.0	19.0	1251.6	89.0	2.4	98.9	1.25	14.95	0.3	12	14630	9.67	19035	12.58	1540.0
1983	1561.8	79.5	20.5	1463.8	87.4	3.1	95.4	1.25	12.95	13.7	12	12965	8.30	16880	10.81	1475.0
1982	1561.6	78.0	22.0	1256.7	91.5	4.1	96.1	1.00	11.95	0.4	12	12345	7.91	16075	10.29	1475.0
1981	1509.3	76.1	23.9	1305.5	81.4	3.3	95.2	1.00	11.95	0.4	12	10330	6.84	13435	8.90	1400.0

*See Special Notes - Page 7

Women's (cont.)

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WOMAN'S DAY																
1985	6367.4	1.0	99.0	57.2	44.0	99.6	93.9	0.89	15.13	6.3	16	62520	9.82	74850	11.76	7500.0
1984	6676.7	1.0	99.0	54.6	50.7	98.2	94.5	0.89	13.35	0.0	15	62520	9.36	74850	11.21	7200.0
1983	6989.9	0.7	99.3	46.9	45.5	100.0	93.5	0.79	11.85	0.0	15	56450	8.08	67600	9.67	7200.0
1982	6967.7	0.7	99.3	27.9	14.9	100.0	83.8	0.79	10.35	12.7	15	49370	7.09	59090	8.48	7400.0
1981	6954.2	0.8	99.2	27.3	11.0	100.0	73.1	0.69	10.35	0.0	15	52040	7.48	62320	8.96	7600.0
WORKBASKET																
1985	1749.0	98.3	1.7	1502.6	99.8	32.6	96.6	1.00	6.00	40.0	10	7185	4.11	9780	5.59	1700.0
1984	1784.1	98.4	1.6	1343.1	99.7	42.8	96.1	1.00	6.00	40.0	10	6250	3.50	8500	4.76	1650.0
1983	1833.7	98.0	2.0	1268.1	99.7	52.6	93.7	1.00	6.00	40.0	10	6250	3.41	8500	4.64	1650.0
1982	1737.4	97.5	2.5	1647.3	99.7	59.9	97.6	0.75	4.00	46.7	10	5760	3.32	7655	4.41	1550.0
1981	1558.3	97.5	2.5	1324.6	99.6	57.7	98.3	0.75	4.00	46.7	10	4935	3.17	6560	4.21	1400.0
WORKING MOTHER																
1985	550.2	97.5	2.5	2255.4	97.7	95.9	98.4	1.95	11.95	48.9	12	11385	20.69	15080	27.41	550.0
1984	518.0	96.8	3.2	1726.9	96.5	97.6	99.1	1.95	11.95	48.9	12	9480	18.30	12580	24.29	500.0
1983	450.4	94.8	5.2	1934.6	94.1	98.9	99.1	1.95	9.95	57.5	12	8850	19.65	11750	26.09	500.0
1982	388.4	90.9	9.1	729.3	91.1	98.7	99.1	1.95	9.95	57.5	12	6420	16.53	8540	21.99	400.0
1981	303.0	79.8	20.2	310.2	86.5	90.5	83.6	1.50	9.95	5.2	7	4380	14.46	5820	19.21	300.0
WORKING WOMAN																
1985	715.7	96.5	3.5	513.7	77.5	32.0	81.6	2.50	18.00	40.0	12	13950	19.49	19150	26.76	700.0
1984	677.5	96.4	3.6	513.8	73.6	28.4	76.4	2.50	18.00	40.0	12	12900	19.04	17700	26.13	700.0
1983	585.6	95.6	4.4	488.8	62.5	44.2	68.9	2.00	16.00	33.3	12	9500	16.22	13100	22.37	575.0
1982	522.5	95.2	4.8	341.5	58.6	50.7	63.6	2.00	16.00	33.3	12	8275	15.84	11425	21.87	500.0
1981	449.1	93.7	6.3	326.4	51.5	57.2	50.2	1.75	14.00	33.3	12	6100	13.58	8700	19.37	440.0

Women's Fashions, Beauty & Grooming

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
GLAMOUR																
1985	2284.1	33.0	67.0	708.2	87.2	58.9	97.3	1.95	15.00	35.9	12	25100	10.99	35400	15.50	2000.0
1984	2273.4	34.7	65.3	745.2	88.4	63.1	97.0	1.95	15.00	35.9	12	23250	10.23	32800	14.43	2000.0
1983	2224.3	36.6	63.4	797.5	89.7	64.1	96.9	1.75	12.00	42.9	12	20100	9.04	28370	12.75	1900.0
1982	2065.2	37.3	62.7	786.5	88.4	59.8	97.8	1.75	12.00	42.9	12	17250	8.35	24340	11.79	1800.0
1981	2028.0	40.0	60.0	759.0	89.8	64.3	94.9	1.75	12.00	42.9	12	15700	7.74	22130	10.91	1700.0
HARPER'S BAZAAR																
1985	754.7	40.8	59.2	322.6	87.0	37.7	88.8	2.00	16.97	29.3	12	15030	19.92	21735	28.80	700.0
1984	734.8	40.0	60.0	298.0	92.2	34.8	85.2	2.00	16.97	29.3	12	13675	18.61	17210	23.42	675.0
1983	710.2	40.4	59.6	268.6	91.2	36.2	87.4	2.00	16.97	29.3	12	12430	17.50	17980	25.32	650.0
1982	680.6	36.6	63.4	259.4	92.0	36.3	86.8	2.00	14.97	37.6	12	11200	16.46	16200	23.80	650.0
1981	678.2	39.4	60.6	236.7	89.2	40.4	87.0	1.50	14.97	16.8	12	9110	13.43	13170	19.42	600.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
Women's Fashions, Beauty & Grooming (cont.)																
MADEMOISELLE																
1985	1215.4	28.5	71.5	338.7	74.4	67.5	96.0	1.95	15.00	35.9	12	16000	13.16	23300	19.17	1100.0
1984	1187.1	28.4	71.6	360.8	84.8	69.1	95.2	1.95	12.00	48.7	12	14810	12.48	21570	18.17	1100.0
1983	1188.9	29.5	70.5	349.3	83.4	66.2	94.5	1.75	12.00	42.9	12	12850	10.81	18720	15.75	1000.0
1982	1228.6	33.1	66.9	393.0	82.9	65.6	95.3	1.75	12.00	42.9	12	11130	9.06	16280	13.25	1000.0
1981	1126.0	36.4	63.6	428.1	68.9	70.3	92.8	1.75	12.00	42.9	12	9880	8.77	14450	12.83	950.0
VOGUE																
1985	1187.7	36.4	63.6	464.0	85.1	81.0	99.2	3.00	24.00	33.3	12	17400	14.65	25000	21.05	1000.0
1984	1164.0	36.3	63.7	459.0	87.5	83.3	99.2	3.00	24.00	33.3	12	15400	13.23	22000	18.90	950.0
1983	1114.3	38.5	61.5	439.0	87.1	81.8	98.6	3.00	24.00	33.3	12	14000	12.56	20000	17.95	950.0
1982	1215.2	39.8	60.2	438.1	86.6	78.6	99.2	3.00	24.00	33.3	12	12500	10.29	18000	14.81	950.0
1981	1174.2	41.3	58.7	525.9	88.8	78.1	97.3	2.50	18.00	40.0	12	11200	9.54	16200	13.80	950.0
Youth																
BOYS' LIFE																
1985	1431.1	100.0	0.0	1617.7	7.9	5.5	72.0	1.50	13.20	26.7	12	11860	8.29	16560	11.57	1475.0
1984	1463.0	100.0	0.0	1644.1	9.2	8.7	73.9	1.00	10.80	10.0	12	11130	7.61	15540	10.62	1475.0
1983	1474.7	100.0	0.0	1740.2	11.2	7.8	75.5	1.00	10.80	10.0	12	10450	7.09	14590	9.89	1475.0
1982	1498.2	100.0	0.0	1798.6	9.5	7.4	73.6	1.00	10.80	10.0	12	9850	6.57	13760	9.18	1475.0
1981	1496.4	100.0	0.0	1704.8	7.5	7.2	71.5	0.80	8.40	12.5	12	9150	6.11	12800	8.55	1475.0

U.S. FIVE YEAR TREND INDICES BY CLASSIFICATION

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
Automotive				
1985	108.9	111.9	103.4	119.4
1984	107.3	110.1	102.1	125.1
1983	102.8	102.3	103.8	130.0
1982	97.7	96.4	100.2	105.5
1981	100.0	100.0	100.0	100.0
Brides, Bridal				
1985	108.1	115.4	107.3	134.7
1984	107.5	113.0	106.9	122.6
1983	106.2	107.6	106.0	113.9
1982	108.1	103.6	108.6	103.7
1981	100.0	100.0	100.0	100.0
Business & Finance				
1985	125.9	123.9	185.5	166.4
1984	121.8	118.9	206.2	165.2
1983	112.1	108.4	219.6	128.0
1982	103.6	102.2	144.0	108.8
1981	100.0	100.0	100.0	100.0
Campers, RV, Mobile Homes & Trailers				
1985	100.2	100.2	100.0	107.2
1984	99.7	99.6	101.1	106.9
1983	105.5	105.7	101.7	98.7
1982	104.4	104.1	109.4	90.7
1981	100.0	100.0	100.0	100.0
Computers				
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0
Crafts, Games, Hobbies & Models				
1985	134.0	135.3	129.0	139.4
1984	134.3	132.4	141.4	159.1
1983	118.7	116.0	128.8	148.5
1982	104.8	97.9	130.4	104.9
1981	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
Epicurean				
1985	127.0	136.8	82.3	139.6
1984	110.6	117.1	81.0	138.3
1983	105.1	109.6	84.9	119.0
1982	98.0	99.1	93.1	111.5
1981	100.0	100.0	100.0	100.0
Fishing & Hunting				
1985	114.2	117.6	84.1	123.1
1984	113.3	116.0	88.6	117.8
1983	110.5	112.2	95.6	111.8
1982	105.7	106.2	101.6	110.8
1981	100.0	100.0	100.0	100.0
Fraternal, Clubs & Associations				
1985	98.2	98.2	0.0	137.2
1984	97.3	97.3	0.0	96.2
1983	97.6	97.6	0.0	98.2
1982	99.0	99.0	0.0	95.2
1981	100.0	100.0	0.0	100.0
Gardening				
1985	99.1	99.1	102.7	109.8
1984	104.5	104.4	113.6	130.2
1983	103.0	102.9	108.2	114.3
1982	100.1	99.8	133.2	108.9
1981	100.0	100.0	100.0	100.0
General Editorial				
1985	103.4	104.1	98.9	109.1
1984	102.1	102.8	97.7	107.2
1983	102.7	102.2	105.8	102.5
1982	101.8	101.1	106.2	100.2
1981	100.0	100.0	100.0	100.0
Health				
1985	143.8	138.7	467.2	156.3
1984	140.7	136.8	387.6	172.8
1983	123.8	119.5	396.7	163.6
1982	113.6	110.8	289.6	128.2
1981	100.0	100.0	100.0	100.0

See Page 10 for Listing of Publications by Classification

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
Home Service & Home				
1985	112.1	115.8	87.2	126.1
1984	109.6	113.4	84.4	124.6
1983	106.4	110.3	80.5	118.1
1982	103.8	105.7	91.3	112.4
1981	100.0	100.0	100.0	100.0
Mechanics & Science				
1985	96.7	101.8	72.4	115.0
1984	99.9	104.2	79.2	127.0
1983	100.6	103.3	87.7	123.1
1982	100.4	101.2	96.3	118.3
1981	100.0	100.0	100.0	100.0
Men's				
1985	82.0	109.6	69.3	125.1
1984	86.8	105.4	78.2	115.0
1983	86.5	102.6	79.1	101.9
1982	93.5	104.8	88.3	110.1
1981	100.0	100.0	100.0	100.0
Motorcycle				
1985	96.9	112.3	70.1	97.5
1984	102.6	116.5	78.5	116.8
1983	108.0	122.1	83.5	117.1
1982	107.9	114.0	97.3	106.7
1981	100.0	100.0	100.0	100.0
Music				
1985	126.4	133.2	107.6	115.0
1984	110.2	113.6	100.9	113.9
1983	104.7	106.5	99.9	92.6
1982	103.9	104.8	101.3	90.3
1981	100.0	100.0	100.0	100.0
News-Weeklies				
1985	102.3	117.6	80.0	129.0
1984	102.0	115.7	81.9	126.8
1983	101.1	111.8	85.5	118.4
1982	99.5	106.6	89.2	106.6
1981	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
News-Biweeklies, Semi-Monthlies				
1985	87.3	127.4	61.0	126.8
1984	93.1	111.4	81.0	96.6
1983	100.9	121.7	87.1	107.5
1982	100.3	65.2	123.5	102.2
1981	100.0	100.0	100.0	100.0
Photography				
1985	113.1	122.3	76.2	118.3
1984	109.6	115.9	84.3	144.9
1983	104.2	106.4	95.4	140.5
1982	102.7	104.6	95.0	116.9
1981	100.0	100.0	100.0	100.0
Science				
1985	117.0	142.8	67.3	127.3
1984	117.0	141.3	70.1	119.1
1983	112.5	128.4	82.0	111.5
1982	108.4	116.4	93.1	109.2
1981	100.0	100.0	100.0	100.0
Senior Citizens				
1985	171.6	171.0	0.0	169.4
1984	144.5	144.5	0.0	142.0
1983	127.1	127.1	0.0	108.8
1982	115.3	115.3	0.0	104.3
1981	100.0	100.0	0.0	100.0
Sports				
1985	107.4	103.9	125.9	135.0
1984	106.2	103.0	123.3	127.3
1983	103.0	99.6	120.9	121.5
1982	97.6	94.5	114.2	118.5
1981	100.0	100.0	100.0	100.0
Travel				
1985	140.3	140.1	990.0	141.2
1984	134.3	134.0	40.0	162.9
1983	104.4	104.1	280.0	106.6
1982	101.8	101.7	570.0	101.7
1981	100.0	100.0	100.0	100.0

See Page 10 for Listing of Publications by Classification

TV & Radio/Communications & Electronics

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	324.4	563.1	144.1	289.4
1984	282.0	464.1	144.5	282.2
1983	237.9	379.3	131.0	271.1
1982	144.9	194.6	107.4	149.6
1981	100.0	100.0	100.0	100.0

Women's

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	99.5	106.9	92.0	143.2
1984	99.6	104.4	94.6	130.4
1983	101.0	103.6	98.3	113.4
1982	99.3	101.0	97.5	110.0
1981	100.0	100.0	100.0	100.0

Women's Fashions, Beauty & Grooming

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	108.7	93.3	118.7	94.0
1984	107.0	93.4	115.9	95.6
1983	104.6	95.3	110.7	95.1
1982	103.7	96.8	108.1	96.3
1981	100.0	100.0	100.0	100.0

Youth

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	95.6	95.6	0.0	94.9
1984	97.8	97.8	0.0	96.4
1983	98.5	98.5	0.0	102.1
1982	100.1	100.1	0.0	105.5
1981	100.0	100.0	0.0	100.0

See Page 10 for Listing of Publications by Classification

CANADIAN MAGAZINES

CANADIAN PUBLICATION SECTION:

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French Section-

Individual Publication Data 48-51

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ALPHABETICAL LISTING OF CANADIAN PUBLICATIONS

Publication	Section
L'Actualite	French
Alberta Report	English
*Almanach du Peuple	French
Almanach Moderne 1985	French
*Atlantic Insight	English
B.C. Outdoors	English
*Canadian Business	English
Canadian Living	English
*Canadian Shopper, The	English
Canadian Workshop	English
Canadian Yachting Power and Sail	English
Chatelaine	English
Chatelaine (French Edition)	French
*City & Country Home	English
Clin D'Oeil	French
*Coup de Peigne	French
*Coup de Pouce	French
*Coup de Pouce Extra	French
Croc	French
Decoration Chez-Soi	French
*Equinox - The Magazine of Canadian Discovery	English
*Filles D'Aujourd'Hui	French
*Financial Post, The	English
*Financial Times of Canada	English
Flare	English
Harrowsmith Magazine	English
Hockey News	English
*Les Idees de Ma Maison	French
Le Lundi	French
*M	French
Maclean's - Canada's Weekly Newsmagazine	English
*Marie-Pier	French
Newfoundland Herald, The	English
Ontario Out of Doors	English
Orah	English
*Outdoor Canada	English
*Pacific Yachting	English
*Photo Life	English
Quebec Science	French
*Quebec Yachting Voile & Moteur	French
Reader's Digest, The	English
Renovation Bricolage	French
Saturday Night	English
Selection Du Reader's Digest	French
*Sel et Poivre	French
Sentier Chasse-Peche	French
Sound & Vision	English
Time - The Weekly Newsmagazine - In Canada	English
Toronto Life	English
*Touring & Travel	English
TV Guide	English
TV Hebdo	French
TV Plus	French
Vivre	French
Western Sportsman	English

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CANADIAN PUBLICATIONS BY CLASSIFICATION

Almanacs & Directories
French
*Almanach du Peuple
Almanach Moderne 1985

Boating & Yachting
English
Canadian Yachting Power & Sail
*Pacific Yachting

French
*Quebec Yachting Voile & Moteur

Business
English
*Canadian Business
*Financial Post, The
*Financial Times of Canada

City Magazines
English
Toronto Life

Fishing & Hunting
English
B. C. Outdoors
Ontario Out of Doors
*Outdoor Canada

French
Sentier Chasse-Peche

Food & Beverage
French
*Sel et Poivre

General Interest
English
*Atlantic Insight
*Equinox - The Magazine of Canadian Discovery

General Interest (cont.)
English (cont.)
Harrowsmith Magazine
Reader's Digest, The
Saturday Night

French
L'Actualite
Croc
Selection du Reader's Digest

Health
French
Vivre

Homes
English
Canadian Workshop
*City & Country Home

French
Decoration Chez-Soi
*Les Idees de Ma Maison
Renovation Bricolage

News
English
Alberta Report
MacLean's - Canada's Weekly Newsmagazine
Time - The Weekly Newsmagazine - In Canada

Photography
English
*Photo Life

Science & Technology
French
Quebec Science

Sports & Recreation
English
Hockey News
Western Sportsman

TV & Radio
English
Newfoundland Herald, The
Sound & Vision
TV Guide

French
TV Hebdo
TV Plus

Travel
English
*Touring & Travel

Women's
English
Canadian Living
*Canadian Shopper, The
Chatelaine
Flare
Orah

French
Chatelaine
Clin D'Oeil
*Coup de Peigne
*Coup de Pouce
*Coup de Pouce Extra
*Filles D'Aujourd'Hui
Le Lundi
*M
*Marie-Pier

*See Special Notes - Pages 7 & 8

INDIVIDUAL PUBLICATION LISTINGS

ENGLISH

Boating & Yachting

CANADIAN YACHTING POWER & SAIL

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	24.0	89.3	10.7	16.1	82.8	55.9	90.6	2.50	20.00	33.3	12	1700	70.83	2315	96.46	N.C.
1984	24.0	86.9	13.1	15.5	81.3	43.2	86.7	2.50	20.00	33.3	12	1700	70.83	2315	96.46	N.C.
1983	22.2	84.9	15.1	17.6	82.4	33.6	86.2	2.00	18.00	25.0	12	1580	71.17	2150	96.85	N.C.
1982	20.5	82.2	17.8	12.9	66.6	7.0	87.6	2.00	18.00	25.0	12	1450	70.73	2020	98.54	N.C.
1981	21.1	83.0	17.0	11.4	74.1	19.2	100.0	1.75	15.00	28.6	12	1320	62.56	1890	89.57	N.C.

PACIFIC YACHTING*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	16.4	66.2	33.8	8.5	100.0	60.0	99.6	2.75	24.00	27.3	12	1425	86.89	2010	122.56	N.C.
1984	18.2	65.1	34.9	9.6	100.0	82.4	95.4	2.75	23.00	30.3	12	1425	78.30	2010	110.44	N.C.
1983	18.0	60.9	39.1	8.3	100.0	55.0	100.0	2.50	20.00	33.3	12	1357	75.39	1927	107.06	N.C.
1982	18.8	61.8	38.2	9.8	99.2	91.6	100.0	2.25	18.00	33.3	12	1268	67.45	1872	99.57	N.C.
1981	19.1	63.8	36.2	8.1	98.5	89.4	99.9	2.00	18.00	25.0	12	1196	62.62	1766	92.46	N.C.

Business

CANADIAN BUSINESS*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	95.8	90.2	9.8	54.2	79.0	43.2	86.8	2.50	24.00	20.0	12	5275	55.06	6800	70.98	N.C.
1984	94.8	92.3	7.7	64.2	69.4	47.3	92.5	2.50	24.00	20.0	12	4500	47.47	5800	61.18	N.C.
1983																
1982																
1981																

FINANCIAL POST, THE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	180.1	95.7	4.3	126.0	85.6	73.0	76.7	1.00	34.95	32.8	52	4485#	24.90	6985#	38.78	N.C.
1984	190.6	96.6	3.4	139.3	83.2	87.2	62.8	1.00	30.95	40.5	52	4170#	21.88	6370#	33.42	N.C.
1983	195.2	96.5	3.5	134.1	86.8	88.2	72.2	1.00	29.50	44.3	53	3860#	19.77	5860#	30.02	N.C.
1982																
1981																

FINANCIAL TIMES OF CANADA*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	104.8	98.2	1.8	85.3	98.4	97.5	88.4	1.00	26.00	50.0	52	2900#	27.67	4375#	41.75	N.C.
1984	102.7	98.4	1.6	79.6	97.9	96.7	89.8	1.00	22.00	58.5	53	2660#	25.90	3960#	38.56	N.C.
1983	103.6	98.4	1.6	33.5	96.5	95.2	80.6	1.00	17.00	67.3	52	2335#	22.54	3555#	34.31	N.C.
1982																
1981																

City Magazines

TORONTO LIFE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	95.8	84.5	15.5	70.0	90.5	65.5	95.4	2.50	20.00	55.6	18	4322	45.11	5778	60.31	N.C.
1984	93.4	83.9	16.1	59.4	93.6	78.0	96.6	2.50	20.00	55.6	18	4020	43.04	5375	57.55	N.C.
1983	91.1	84.7	15.3	59.2	76.0	83.7	84.3	2.00	16.00	55.6	18	3790	41.60	5070	55.65	N.C.
1982	84.9	82.1	17.9	67.3	83.2	56.6	70.7	2.00	16.00	52.9	17	3475	40.93	4650	54.77	N.C.
1981	71.7	80.5	19.5	47.6	90.7	76.3	83.6	1.50	15.00	41.2	17	2850	39.75	3800	53.00	N.C.

*See Special Notes - Pages 7 & 8

#Rates shown are for 7" x 10" "Magazine Page Rate"

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
Fishing & Hunting																
B.C. OUTDOORS																
1985	32.5	81.8	18.2	20.8	79.1	73.4	56.4	2.25	15.95	29.1	10	1556	47.88	2081	64.03	N.C.
1984	32.6	81.0	19.0	18.6	100.0	69.0	99.8	2.25	15.95	29.1	10	1496	45.89	2021	61.99	N.C.
1983	29.1	77.6	22.4	25.2	100.0	49.8	99.9	1.75	12.95	26.0	10	1411	48.49	1936	66.53	N.C.
1982	24.6	77.0	23.0	12.8	97.5	66.7	48.5	1.50	8.95	33.7	9	1223	49.72	1698	69.02	N.C.
1981	25.0	81.5	18.5	13.8	94.3	73.7	97.4	1.50	8.95	40.3	10	1223	48.92	1698	67.92	N.C.
ONTARIO OUT OF DOORS																
1985	52.4	83.0	17.0	31.0	87.3	59.2	84.2	2.00	19.95	0.3	10	2085	39.79	2585	49.33	N.C.
1984	51.2	85.7	14.3	27.8	98.6	65.8	96.9	2.50	19.95	20.2	10	2085	40.72	2585	50.49	N.C.
1983	51.5	85.7	14.3	29.6	98.7	54.2	94.2	2.50	17.95	28.2	10	1985	38.54	2485	48.25	N.C.
1982	49.4	84.6	15.4	45.6	62.9	43.1	52.4	2.00	16.00	20.0	10	1890	38.26	2390	48.38	N.C.
1981	47.0	84.9	15.1	20.3	98.2	68.6	93.4	2.00	16.00	11.1	9	1687	35.89	2137	45.47	N.C.
OUTDOOR CANADA*																
1985	141.6	93.0	7.0	87.0	79.2	67.5	65.3	1.95	12.97	16.9	8	5345	37.75	5940	41.95	133.0
1984	131.6	93.2	6.8	83.2	58.4	76.6	66.7	1.75	11.77	15.9	8	3940	29.94	4665	35.45	113.0
1983	112.7	90.7	9.3	26.9	38.4	82.6	73.6	1.75	11.77	12.1	6	4730	41.97	5600	49.69	95.0
1982																
1981																
General Interest																
ATLANTIC INSIGHT*																
1985	42.2	93.7	6.3	30.3	82.2	0.3	84.1	1.95	22.00	6.0	12	2610	61.85	3475	82.35	N.C.
1984	52.6	92.3	7.7	31.9	83.6	0.2	84.6	1.95	22.00	6.0	12	2610	49.62	3475	66.06	N.C.
1983	48.3	89.9	10.1	45.9	87.7	3.0	54.9	1.95	22.00	6.0	12	2510	51.97	3340	69.15	N.C.
1982																
1981	61.4	86.8	13.2	30.7	88.9	76.7	98.0	2.00	17.00	15.0	10	2250	36.64	3000	48.86	N.C.
EQUINOX - THE MAGAZINE OF CANADIAN DISCOVERY*																
1985	162.2	93.2	6.8	141.9	89.8	35.1	98.1	3.50	17.00	19.0	6	5560	34.28	7775	47.93	600.0
1984	146.3	92.1	7.9	135.7	88.5	48.1	95.5	3.50	17.00	19.0	6	5400	36.91	7550	51.61	145.0
1983	130.0	91.1	8.9	106.3	91.7	52.7	94.8	3.25	17.00	12.8	6	4980	38.31	6960	53.54	125.0
1982	116.2	88.2	11.8	168.0	99.5	56.2	99.9	2.95	17.00	4.0	6	4220	36.32	5900	50.77	75.0
1981																
HARROWSMITH MAGAZINE																
1985	153.4	87.1	12.9	138.5	86.5	45.2	98.7	3.00	15.00	16.7	6	4370	28.49	5910	38.53	N.C.
1984	144.6	86.0	14.0	100.8	82.3	68.3	99.9	3.00	15.00	16.7	6	4125	28.53	5575	38.55	145.0
1983	140.7	83.9	16.1	114.3	88.0	61.3	94.4	3.00	15.00	16.7	6	3700	26.30	5000	35.54	N.C.
1982	149.7	82.4	17.6	117.6	95.9	62.1	99.1	2.50	13.50	10.0	6	3700	24.72	5000	33.40	N.C.
1981	155.2	77.3	22.7	83.4	97.7	57.3	97.2	1.95	13.50	13.5	8	3700	23.84	5000	32.22	N.C.

*See Special Notes - Pages 7 & 8

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
General Interest (cont.)																
READER'S DIGEST, THE																
1985	1351.6	93.5	6.5	1310.2	94.2	46.9	99.3	1.69	18.96	6.5	12	15740	11.65	20315	15.03	N.C.
1984	1312.8	93.0	7.0	1216.3	95.8	38.5	99.3	1.69	16.57	18.3	12	14850	11.31	19165	14.60	N.C.
1983	1329.8	92.6	7.4	1299.0	93.8	31.1	99.4	1.50	15.46	14.1	12	13750	10.34	17745	13.34	N.C.
1982	1318.9	92.6	7.4	1333.0	98.3	11.5	99.2	1.50	14.46	19.7	12	12935	9.81	16695	12.66	N.C.
1981	1297.1	91.3	8.7	1228.6	97.3	18.3	99.3	1.25	12.96	13.6	12	12205	9.41	15750	12.14	N.C.
SATURDAY NIGHT																
1985	136.3	95.7	4.3	61.7	56.1	37.3	69.1	2.75	28.00	15.2	12	4640	34.04	6320	46.37	N.C.
1984	138.6	94.9	5.1	59.8	67.1	45.3	63.6	3.25	33.00	15.4	12	4060	29.29	4870	35.14	N.C.
1983	136.3	95.0	5.0	64.7	59.0	44.0	61.9	2.50	24.00	20.0	12	4060	29.79	5800	42.55	N.C.
1982	131.3	94.6	5.4	56.5	63.6	41.1	63.2	2.00	21.00	12.5	12	4060	30.92	5800	44.17	N.C.
1981	129.1	93.4	6.6	56.8	56.2	51.7	58.5	1.75	15.00	22.1	11	4060	31.45	5800	44.93	N.C.
Homes																
CANADIAN WORKSHOP																
1985	80.9	94.7	5.3	109.3	69.8	63.6	54.8	2.25	21.00	22.2	12	2800	34.61	3500	43.26	N.C.
1984	65.1	90.8	9.2	99.8	87.9	51.3	73.2	2.25	21.00	22.2	12	2360	36.25	2960	45.47	N.C.
1983	64.2	88.0	12.0	27.5	90.5	40.0	45.4	2.25	21.00	22.2	12	2250	35.05	2725	42.45	N.C.
1982	55.5	72.9	27.1	40.4	86.2	100.0	96.5	2.25	21.00	22.2	12	2250	40.54	2725	49.10	N.C.
1981	49.6	67.3	32.7	33.7	100.0	100.0	100.0	2.00	18.00	25.0	12	2000	40.32	2450	49.40	N.C.
CITY & COUNTRY HOME*																
1985	83.6	89.8	10.2	73.7	99.6	39.2	97.0	3.00	20.00	16.7	8	5030	60.17	6590	78.83	N.C.
1984	95.6	90.3	9.7	73.1	99.5	0.4	96.5	3.00	24.00	0.0	8	4790	50.10	6275	65.64	N.C.
1983	102.9	85.1	14.9	27.2	99.2	16.2	99.5	2.50	10.00	0.0	4	4560	44.31	5975	58.07	N.C.
1982	89.6	83.3	16.7	78.6	99.4	0.2	99.7	2.00	8.00	0.0	4	4200	46.88	5550	61.94	N.C.
1981																
News																
ALBERTA REPORT																
1985	58.2	94.2	5.8	55.6	77.0	100.0	76.2	2.00	59.00	43.3	52	2365	40.64	3270	56.19	N.C.
1984	59.0	93.7	6.3	56.0	75.0	100.0	76.6	2.00	57.00	46.2	53	2365	40.08	3270	55.42	N.C.
1983	58.4	93.4	6.6	53.5	76.8	100.0	75.5	2.00	57.00	44.1	51	2230	38.18	3085	52.83	N.C.
1982	53.1	91.8	8.2	50.7	81.0	100.0	75.2	2.00	54.00	47.1	51	1725	32.49	2390	45.01	N.C.
1981	49.0	91.5	8.5	48.2	93.3	100.0	79.7	1.75	49.00	45.1	51	1500	30.61	2075	42.35	N.C.
MACLEAN'S CANADA'S WEEKLY NEWSMAGAZINE																
1985	649.0	97.2	2.8	440.7	64.1	51.1	73.7	1.75	39.00	57.1	52	14020	21.60	19010	29.29	645.0
1984	644.5	96.9	3.1	458.3	70.5	44.0	72.3	1.50	32.50	59.1	53	13285	20.61	18015	27.95	N.C.
1983	643.6	96.9	3.1	480.7	68.3	36.3	59.7	1.25	32.50	50.0	52	12435	19.32	16865	26.20	N.C.
1982	636.8	96.7	3.3	524.0	68.2	26.5	64.2	1.25	26.00	60.0	52	11840	18.59	16060	25.22	N.C.
1981	641.1	96.4	3.6	443.1	72.8	18.1	58.3	1.00	26.00	50.0	52	10985	17.13	14905	23.25	N.C.

*See Special Notes - Page 7

News (cont.)

TIME - THE WEEKLY NEWSMAGAZINE - IN CANADA

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	337.9	92.2	7.8	386.2	97.3	63.1	43.1	2.25	62.00	48.0	53	5820	17.22	9165	27.12	335.0
1984	355.8	91.5	8.5	428.5	96.2	60.9	45.5	1.75	58.25	37.2	53	5820	16.36	9165	25.76	335.0
1983	333.1	88.7	11.3	352.5	97.9	72.1	53.6	1.75	48.75	46.4	52	5195	15.60	8180	24.56	320.0
1982	325.6	87.4	12.6	295.5	97.5	65.1	67.3	1.75	48.75	46.4	52	4725	14.51	7420	22.79	315.0
1981	319.9	86.1	13.9	293.8	97.9	66.7	62.3	1.50	41.00	47.4	52	4455	13.93	6995	21.87	315.0

Photography

PHOTO LIFE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	66.8	93.5	6.5	36.4	47.0	30.9	60.8	2.00	17.95	25.2	12	4325	64.75	5875	87.95	N.C.
1984	69.0	94.0	6.0	56.6	64.5	36.2	66.8	2.00	17.95	25.2	12	4325	62.68	5875	85.14	N.C.
1983	66.3	92.2	7.8	50.3	28.4	22.6	35.4	1.75	14.95	28.8	12	4145	62.52	5715	86.20	N.C.
1982	63.9	91.3	8.7	20.9	30.4	37.8	31.4	1.50	14.95	9.4	11	4875	76.29	6725	105.24	N.C.
1981																

Sports & Recreation

HOCKEY NEWS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	108.1	75.9	24.1	66.9	96.3	67.8	91.9	1.50	24.95	57.4	39	1835	16.98	2435	22.53	N.C.
1984	108.6	76.5	23.5	70.5	96.6	73.9	70.8	1.50	24.95	58.4	40	1815	16.71	2315	21.32	N.C.
1983	109.3	72.9	27.1	75.1	88.9	97.5	95.8	1.50	22.95	59.7	38	1696	15.52	2196	20.09	N.C.
1982	106.0	68.8	31.2	54.6	86.3	100.0	96.7	1.25	18.95	59.0	37	1696	16.00	2196	20.72	N.C.
1981	100.9	71.3	28.7	54.6	85.3	79.1	93.9	1.25	20.95	54.7	37	1475	14.62	2100	20.81	N.C.

WESTERN SPORTSMAN

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	27.5	91.5	8.5	15.4	100.0	88.0	84.4	2.50	10.95	27.0	6	1150	41.82	1600	58.18	N.C.
1984	26.4	92.7	7.3	9.9	100.0	88.8	75.7	2.50	10.95	9.5	4	963	36.48	1413	53.52	N.C.
1983	24.5	92.3	7.7	11.9	100.0	87.4	76.2	2.00	6.95	13.1	4	860	35.10	1335	54.49	N.C.
1982	22.5	95.3	4.7	12.6	100.0	89.9	76.1	2.00	6.95	30.5	5	780	34.67	1205	53.56	N.C.
1981	21.5	95.7	4.3	11.3	100.0	82.9	77.1	1.50	5.75	4.2	4	725	33.72	1100	51.16	N.C.

TV & Radio

NEWFOUNDLAND HERALD, THE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	36.3	2.9	97.1	1.6	100.0	100.0	52.4	1.00	41.00	21.2	52	965	26.58	1680	46.28	N.C.
1984	35.9	2.7	97.3	1.5	100.0	100.0	46.6	1.00	45.00	13.5	52	910	25.35	1585	44.15	N.C.
1983	34.8	2.5	97.5	1.3	100.0	100.0	27.5	1.00	45.00	15.1	53	825	23.71	1425	40.95	N.C.
1982	30.9	2.2	97.8	0.7	100.0	100.0	59.1	1.00	45.00	13.5	52	750	24.27	1350	43.69	N.C.
1981	48.6	1.4	98.6	0.8	100.0	100.0	82.8	1.00	45.00	13.5	52	750	15.43	1350	27.78	N.C.

*See Special Notes - Page 8

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total▲ Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
TV & Radio																
SOUND & VISION																
1985	54.0	96.1	3.9	14.7	27.9	60.1	75.2	2.00	11.97	25.2	8	3236	59.93	4261	78.91	N.C.
1984	59.1	94.8	5.2	25.8	27.6	78.0	68.6	1.50	11.99	27.3	11	3236	54.75	4261	72.10	N.C.
1983	63.2	95.3	4.7	28.3	47.1	72.3	65.1	1.50	11.99	33.4	12	3236	51.20	4261	67.42	N.C.
1982	44.9	95.2	4.8	42.7	31.9	99.1	74.5	1.50	11.99	33.4	12	3236	72.07	4261	94.90	N.C.
1981	41.8	93.9	6.1	24.5	34.1	99.9	72.6	1.50	11.99	33.4	12	2140	51.20	2818	67.42	N.C.
TV GUIDE																
1985	802.2	48.1	51.9	466.3	89.7	93.6	69.2	0.85	31.98	27.6	52	10750	13.40	13440	16.75	N.C.
1984	808.4	42.1	57.9	430.7	96.8	76.7	65.1	0.79	29.98	27.0	52	10240	12.67	12800	15.83	N.C.
1983	819.6	38.3	61.7	408.8	98.8	55.3	57.4	0.75	29.98	24.6	53	9660	11.79	12075	14.73	N.C.
1982	873.4	33.1	66.9	365.0	96.7	61.6	66.2	0.75	29.98	23.1	52	9030	10.34	11285	12.92	N.C.
1981	939.4	31.3	68.7	292.2	96.8	51.6	58.9	0.60	25.98	5.9	46	8360	8.90	10450	11.12	N.C.
Travel																
TOURING & TRAVEL*																
1985	128.7	100.0	0.0	116.3	0.0	100.0	100.0	2.50	12.50	0.0	5	3515	27.31	4810	37.37	N.C.
1984																
1983																
1982																
1981																
Women's																
CANADIAN LIVING																
1985	509.8	54.1	45.9	325.4	94.8	99.2	99.8	1.79	16.98	27.0	13	11990	23.52	14105	27.67	N.C.
1984	475.1	45.9	54.1	265.1	99.9	99.2	99.9	1.79	15.98	31.3	13	9915	20.87	11660	24.54	N.C.
1983	433.2	42.3	57.7	211.8	100.0	97.5	99.9	1.49	14.98	16.2	12	6940	16.02	8165	18.85	N.C.
1982	367.0	37.4	62.6	198.2	100.0	99.6	99.4	1.25	11.98	20.1	12	6035	16.44	7100	19.35	N.C.
1981	326.2	26.9	73.1	124.6	100.0	98.2	99.9	0.99	9.95	16.2	12	5295	16.23	6230	19.10	N.C.
CANADIAN SHOPPER, THE*																
1985	20.8	96.1	3.9	39.3	100.0	47.0	95.5	2.00	15.98	33.4	12	1805	86.78	2225	106.97	N.C.
1984																
1983																
1982																
1981																

*See Special Notes - Pages 7 & 8

Women's (cont.)

CHATELAINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	1102.6	92.4	7.6	553.1	70.5	39.9	84.3	1.75	12.00	42.9	12	18260	16.56	23410	21.23	1100.0
1984	1092.0	92.5	7.5	529.6	72.0	37.2	83.9	1.50	12.00	33.3	12	17390	15.92	22295	20.42	N.C.
1983	1101.8	96.2	3.8	630.1	69.4	26.0	81.2	1.50	10.00	44.4	12	16105	14.62	20645	18.74	N.C.
1982	1077.6	91.8	8.2	611.9	68.6	24.3	84.9	1.25	8.00	46.7	12	15340	14.24	19660	18.24	N.C.
1981	1060.6	92.2	7.8	638.3	74.9	16.9	88.8	1.00	8.00	33.3	12	14075	13.27	18035	17.00	N.C.

FLARE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	214.5	88.0	12.0	91.4	48.3	50.1	65.3	2.00	14.00	41.7	12	6140	28.62	8220	38.32	205.0
1984	213.6	87.8	12.2	92.4	46.7	39.9	71.2	1.50	10.00	39.4	11	5690	26.64	7620	35.67	N.C.
1983	204.0	89.1	10.9	121.6	40.7	43.1	68.3	1.50	9.00	40.0	10	5325	26.10	7130	34.95	N.C.
1982	199.1	87.6	12.4	86.3	32.6	56.8	59.5	1.25	7.50	40.0	10	5070	25.46	6790	34.10	N.C.
1981	192.2	84.6	15.4	110.6	35.6	38.0	61.4	1.00	7.50	25.0	10	4620	24.04	6190	32.21	N.C.

ORAH

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	13.7	100.0	0.0	5.7	0.0	100.0	95.8	0.00	2.05	0.0	4	593	43.28	N.A.	N.A.	N.C.
1984	14.2	100.0	0.0	4.5	0.0	100.0	95.3	0.00	2.05	0.0	5	593	41.76	N.A.	N.A.	N.C.
1983	14.3	100.0	0.0	3.1	0.0	100.0	94.2	0.00	2.05	0.0	6	516	36.08	N.A.	N.A.	N.C.
1982	14.3	100.0	0.0	4.7	0.0	100.0	93.1	0.00	2.05	0.0	6	449	31.40	659	46.08	N.C.
1981	14.2	100.0	0.0	4.0	0.0	100.0	94.7	0.00	2.05	0.0	6	449	31.62	659	46.41	N.C.

CANADIAN (ENGLISH) FIVE YEAR TREND INDICES BY CLASSIFICATIONS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
Boating & Yachting				
1985	100.5	108.8	77.1	126.2
1984	105.0	110.1	90.5	128.7
1983	100.0	100.3	99.0	132.8
1982	97.8	96.0	102.9	116.4
1981	100.0	100.0	100.0	100.0
Business				
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0
City Magazines				
1985	133.6	140.4	105.7	147.1
1984	130.3	135.9	107.1	124.8
1983	127.1	133.8	99.3	124.4
1982	118.4	120.8	108.6	141.4
1981	100.0	100.0	100.0	100.0
Fishing & Hunting				
1985	314.6	334.7	211.1	407.0
1984	299.2	320.1	191.5	380.1
1983	268.5	280.1	208.5	239.6
1982	102.8	100.7	113.7	171.3
1981	100.0	100.0	100.0	100.0
General Interest				
1985	112.4	116.2	77.3	120.2
1984	109.3	112.3	82.0	110.4
1983	108.7	111.0	87.7	116.5
1982	104.5	106.3	87.9	119.7
1981	100.0	100.0	100.0	100.0
Homes				
1985	331.7	454.2	79.0	543.0
1984	324.0	435.3	94.4	513.1
1983	336.9	431.4	142.0	162.3
1982	292.5	344.6	185.2	353.1
1981	100.0	100.0	100.0	100.0

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
News				
1985	103.5	106.3	66.9	112.4
1984	104.9	107.2	75.1	120.1
1983	102.5	103.8	85.7	112.9
1982	100.5	101.2	92.5	110.8
1981	100.0	100.0	100.0	100.0
Photography				
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0
Sports & Recreation				
1985	110.8	115.9	95.0	124.9
1984	110.3	116.3	91.6	122.0
1983	109.3	110.6	105.4	132.0
1982	105.0	101.9	114.4	102.0
1981	100.0	100.0	100.0	100.0
TV & Radio				
1985	86.7	131.4	65.2	152.0
1984	87.7	119.0	72.7	144.3
1983	89.1	112.3	78.0	138.1
1982	92.2	99.6	88.6	128.6
1981	100.0	100.0	100.0	100.0
Travel				
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0
Women's				
1985	116.8	122.1	98.1	115.7
1984	112.7	115.1	104.0	101.6
1983	110.0	115.8	89.5	110.2
1982	104.1	105.9	97.7	102.7
1981	100.0	100.0	100.0	100.0

See Page 40 for Listing of Publications by Classification

INDIVIDUAL PUBLICATION LISTINGS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
FRENCH																
Almanacs & Directories																
ALMANACH DU PEUPLE*																
1985	129.1	0.0	100.0	0.0	0.0	0.0	0.0	4.50	0.00	0.0	1	1200	9.30	2400	18.59	N.C.
1984	106.5	0.0	100.0	0.0	0.0	0.0	0.0	4.50	0.00	0.0	1	950	8.92	1550	14.55	N.C.
1983																
1982																
1981																
ALMANACH MODERNE 1985																
1985	104.5	0.	100.0	0.0	0.0	0.0	0.0	3.95	0.00	0.0	1	1660	15.89	2500	23.92	N.C.
1984	109.0	0.0	100.0	0.0	0.0	0.0	0.0	3.95	0.00	0.0	1	1660	15.23	2500	22.94	N.C.
1983	108.6	0.0	100.0	0.0	0.0	0.0	0.0	3.95	0.00	0.0	1	1660	15.29	2500	23.02	N.C.
1982	107.0	0.0	100.0	0.0	0.0	0.0	0.0	3.25	0.00	0.0	1	1660	15.51	2500	23.36	N.C.
1981	133.2	0.0	100.0	0.0	0.0	0.0	0.0	3.50	0.00	0.0	1	1660	12.46	2500	18.77	N.C.
Boating & Yachting																
QUEBEC YACHTING VOILE & MOTEUR*																
1985	6.7	74.3	25.7	1.6	85.2	97.8	99.9	2.75	19.50	77.3–	4	1270	189.55	1870	279.10	N.C.
1984																
1983																
1982																
1981																
Fishing & Hunting																
SENTIER CHASSE-PECHE																
1985	70.0	75.4	24.6	28.6	100.0	100.0	29.3	2.95	26.00	19.9	11	3250	46.43	4000	57.14	N.C.
1984	71.9	75.1	24.9	33.4	100.0	100.0	100.0	2.75	23.00	24.0	11	3250	45.20	4000	55.63	N.C.
1983	80.2	80.0	20.0	34.4	100.0	100.0	100.0	2.50	21.00	23.6	11	3110	38.78	3860	48.13	N.C.
1982	84.8	81.5	18.5	32.4	100.0	100.0	100.0	2.50	19.95	27.5	11	N.A.	N.A.	N.A.	N.A.	N.C.
1981	39.4	55.8	44.2	12.5	100.0	100.0	100.0	2.25	18.00	27.3	11	N.A.	N.A.	N.A.	N.A.	N.C.
Food & Beverage																
SEL ET POIVRE*																
1985	41.7	30.2	69.8	9.6	100.0	94.2	100.0	2.75	26.00	21.2	12	1880	45.08	2355	56.47	N.C.
1984	47.7	28.8	71.2	11.7	100.0	88.4	100.0	2.50	24.00	20.0	12	1725	36.16	2200	46.12	N.C.
1983	46.8	19.7	80.3	10.7	100.0	87.5	99.9	2.50	24.00	20.0	12	1545	33.01	2020	43.16	N.C.
1982	42.0	11.7	88.3	7.0	100.0	82.9	100.0	2.50	24.00	20.0	12	1425	33.93	1900	45.24	N.C.
1981	47.0	3.2	96.8	2.4	100.0	100.0	4.6	2.00	18.00	25.0	12	1250	26.60	1725	36.70	N.C.
General Interest																
L'ACTUALITE																
1985	265.7	92.7	7.3	107.3	69.9	30.6	77.2	1.75	12.00	42.9	12	6205	23.35	8165	30.73	260.0
1984	262.9	93.7	6.3	95.4	70.6	38.4	75.7	1.50	12.00	33.3	12	5905	22.46	7775	29.57	N.C.
1983	252.3	94.2	5.8	127.9	62.1	31.6	73.5	1.50	10.00	44.4	12	5490	21.76	7230	28.66	N.C.
1982	240.5	93.6	6.4	103.9	59.7	30.5	72.9	1.25	8.00	46.7	12	5225	21.73	6885	28.63	N.C.
1981	240.2	94.1	5.9	107.9	67.0	21.3	80.7	1.00	8.00	33.3	12	4880	20.32	6435	26.79	N.C.

*See Special Notes - Pages 7 & 8

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
																General Interest (cont.)
CROC																
1985	78.2	14.9	85.1	12.1	100.0	100.0	0.0	2.50	24.00	20.0	12	2310	29.54	2750	35.17	N.C.
1984	73.3	18.2	81.8	13.2	100.0	100.0	0.0	2.50	21.00	30.0	12	2100	28.65	2500	34.11	N.C.
1983	74.3	17.2	82.8	13.8	100.0	100.0	0.0	2.50	18.00	40.0	12	2100	28.26	2500	33.65	N.C.
1982	58.8	10.6	89.4	9.8	100.0	100.0	1.7	2.50	18.00	40.0	12	1400	23.81	2000	34.01	N.C.
1981	45.5	14.5	85.5	4.4	100.0	100.0	0.0	2.25	18.00	20.0	10	825	18.13	1275	28.02	N.C.
SELECTION DU READER'S DIGEST																
1985	380.8	93.1	6.9	388.7	99.8	23.4	98.9	1.69	18.96	6.5	12	6030	15.84	73.50	19.30	N.C.
1984	348.3	92.8	7.2	361.8	99.8	43.0	98.8	1.69	16.57	18.3	12	5385	15.46	6580	18.89	N.C.
1983	329.7	91.5	8.5	317.1	99.8	37.9	99.0	1.50	15.46	14.1	12	4810	14.59	5875	17.82	N.C.
1982	318.7	91.4	8.6	298.3	99.8	24.1	98.9	1.50	14.46	19.7	12	4500	14.12	5495	17.24	N.C.
1981	318.7	91.1	8.9	306.8	99.8	41.2	98.8	1.25	12.96	13.6	12	4245	13.32	5185	16.27	N.C.
																Health
VIVRE																
1985	23.1	41.5	58.5	7.2	100.0	59.7	100.0	2.25	21.00	22.2	12	980	42.42	1380	59.74	N.C.
1984	19.3	38.7	61.3	7.2	100.0	0.2	100.0	1.99	21.00	12.1	12	980	50.78	1380	71.50	N.C.
1983	20.7	23.9	76.1	5.3	100.0	42.2	99.9	1.99	19.00	20.4	12	980	47.34	1380	66.67	N.C.
1982	29.8	20.1	79.9	4.6	42.6	86.4	97.5	1.95	19.00	18.8	12	850	28.52	1250	41.95	N.C.
1981	34.7	17.8	82.2	8.3	25.9	79.0	99.1	1.95	19.00	18.8	12	850	24.50	1250	36.02	N.C.
																Homes
DECORATION CHEZ-SOI																
1985	64.9	31.2	68.8	14.7	100.0	92.8	100.0	2.50	24.00	12.7	11	N.A.	N.A.	3350	51.62	N.C.
1984	67.2	33.8	66.2	16.9	100.0	94.6	100.0	2.50	24.00	20.0	12	N.A.	N.A.	3350	49.85	N.C.
1983	76.6	28.8	71.2	21.7	100.0	83.9	99.9	2.50	24.00	20.0	12	N.A.	N.A.	3350	43.73	N.C.
1982	84.4	28.4	71.6	22.6	100.0	74.7	100.0	2.50	24.00	20.0	12	N.A.	N.A.	3350	39.69	N.C.
1981	100.0	25.5	74.5	28.0	100.0	89.2	100.0	2.25	20.00	25.9	12	N.A.	N.A.	3025	30.25	N.C.
LES IDEES DE MA MAISON*																
1985	73.6	30.7	69.3	25.9	99.1	44.1	95.1	2.50	24.00	12.7	11	N.A.	N.A.	2750	37.36	N.C.
1984	52.5	16.0	84.0	13.9	100.0	66.8	100.0	2.50	24.00	20.0	12	N.A.	N.A.	2750	52.38	N.C.
1983	60.4	1.5	98.5	1.7	100.0	96.6	100.0	2.50	24.00	20.0	12	N.A.	N.A.	2000	33.11	N.C.
1982																
1981																
RENOVATION BRICOLAGE																
1985	35.8	68.2	31.8	19.2	100.0	90.2	100.0	2.75	26.00	21.2	12	2100	58.66	2575	71.93	N.C.
1984	39.1	66.5	33.5	21.9	100.0	84.4	99.8	2.50	24.00	20.0	12	2100	53.71	2575	65.86	N.C.
1983	41.6	70.0	30.0	25.1	100.0	90.6	100.0	2.50	24.00	20.0	12	2000	48.08	2475	59.50	N.C.
1982	50.4	76.3	23.7	36.2	100.0	69.4	100.0	2.25	21.00	22.2	12	2000	39.68	2475	49.11	N.C.
1981	57.0	72.2	27.8	43.4	100.0	92.9	100.0	2.25	20.00	25.9	12	1780	31.23	2230	39.12	N.C.

*See Special Notes - Page 8

Science & Technology

QUEBEC SCIENCE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	20.0	73.6	26.4	10.7	71.0	89.6	99.7	2.95	25.00	29.4	12	1500	75.00	1900	95.00	N.C.
1984	19.9	77.0	23.0	12.0	66.3	99.1	99.9	2.95	25.00	29.4	12	1500	75.38	1900	95.48	N.C.
1983	20.4	73.9	26.1	12.5	65.9	99.0	99.8	2.95	23.00	35.0	12	1400	68.63	1750	85.78	N.C.
1982	21.1	76.7	23.3	12.4	73.0	98.9	99.8	2.95	23.00	35.0	12	1315	62.32	1645	77.96	N.C.
1981	22.2	74.5	25.5	12.7	62.6	99.1	98.7	2.50	21.00	30.0	12	1195	53.83	1495	67.34	N.C.

TV & Radio

TV HEBDO

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	254.9	14.9	85.1	43.7	99.8	0.2	98.9	0.89	38.78	16.2	52	3315	13.01	4535	17.79	N.C.
1984	228.0	10.9	89.1	30.6	99.8	23.0	97.0	0.85	35.95	18.7	52	3155	13.84	4320	18.95	N.C.
1983	233.1	5.2	94.8	22.1	99.5	33.8	90.9	0.75	35.95	7.8	52	2995	12.85	4075	17.48	N.C.
1982	252.6	3.6	96.4	10.6	98.9	76.4	79.9	0.75	35.95	7.8	52	2825	11.18	3845	15.22	N.C.
1981	272.5	3.6	96.4	8.4	98.6	73.9	81.4	0.65	32.00	5.3	52	2520	9.25	3433	12.60	N.C.

TV PLUS

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	23.9	0.5	99.5	0.1	100.0	100.0	90.8	0.85	37.44	15.3	52	265	11.09	N.A.	N.A.	N.C.
1984	24.9	0.6	99.4	0.1	100.0	100.0	76.1	0.80	37.44	10.0	52	250	10.04	N.A.	N.A.	N.C.
1983	31.0	0.7	99.3	0.2	100.0	100.0	76.1	0.70	33.95	8.5	53	235	7.58	N.A.	N.A.	N.C.
1982	30.6	0.9	99.1	0.3	100.0	100.0	79.0	0.70	33.95	6.7	52	220	7.19	N.A.	N.A.	N.C.
1981	37.5	0.9	99.1	0.2	100.0	100.0	79.8	0.60	29.00	7.1	52	400	10.67	N.A.	N.A.	N.C.

Women's

CHATELAINE

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	303.3	92.7	7.3	143.8	75.1	41.9	83.5	1.75	12.00	42.9	12	6190	20.41	7945	26.20	300.0
1984	299.0	93.0	7.0	117.4	77.8	34.6	82.8	1.50	12.00	33.3	12	5895	19.72	7565	25.30	N.C.
1983	300.5	92.6	7.4	162.8	61.1	37.1	79.1	1.50	10.00	44.4	12	5410	18.00	6940	23.09	N.C.
1982	294.0	92.6	7.4	153.9	62.4	30.8	81.1	1.25	8.00	46.7	12	5150	17.52	6610	22.48	N.C.
1981	291.8	93.1	6.9	147.4	67.4	23.6	85.8	1.00	8.00	33.3	12	4725	16.19	6065	20.78	N.C.

CLIN D'OEIL

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	74.7	15.9	84.1	10.0	100.0	99.9	100.0	2.95	32.00	16.6	13	3000	40.16	3475	46.52	N.C.
1984	85.3	15.0	85.0	10.1	100.0	96.1	100.0	2.95	28.00	27.0	13	2545	29.84	3020	35.40	N.C.
1983	76.2	10.5	89.5	9.9	100.0	76.8	99.9	2.50	24.00	20.0	12	2545	33.40	3020	39.63	N.C.
1982	58.4	8.1	91.9	5.7	100.0	73.8	100.0	2.50	24.00	20.0	12	2135	36.56	2610	44.69	N.C.
1981	52.0	6.5	93.5	4.6	100.0	94.1	100.0	2.25	20.00	25.9	12	1900	36.54	2375	45.67	N.C.

COUP DE PEIGNE*

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
1985	40.1	13.4	86.6	1.5	98.6	47.6	100.0	2.75	9.00	9.1–	3	1275	31.80	1675	41.77	N.C.
1984	42.7	9.3	90.7	6.5	100.0	0.4	100.0	2.50	12.00	20.0	6	1275	29.86	1675	39.23	N.C.
1983	42.8	0.8	99.2	1.1	100.0	0.0	100.0	2.25	11.00	18.5	6	850	19.86	1250	29.21	N.C.
1982																
1981																

*See Special Notes - Page 7

Women's (cont.)

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/ Circ. Guar.
COUP DE POUCE*																
1985	173.4	43.2	56.8	38.4	100.0	0.0	99.8	1.89	20.41	10.0	12	5320	30.68	6260	36.10	N.C.
1984	172.3	30.2	69.8	68.5	100.0	36.3	63.8	1.49	16.09	8.0–	10	3930	22.81	4625	26.84	N.C.
1983																
1982																
1981																
COUP DE POUCE EXTRA*																
1985	96.0	0.0	100.0	0.0	0.0	0.0	0.0	2.99	0.00	0.0	1	N.A.	N.A.	2300	23.96	N.C.
1984																
1983																
1982																
1981																
FILLES D'AUJOURD'HUI*																
1985	27.6	43.2	56.8	14.2	98.2	4.4	96.5	2.25	21.00	22.2	12	1090	39.49	1490	53.99	N.C.
1984	24.1	31.3	68.7	8.9	100.0	1.3	100.0	2.25	21.00	22.2	12	980	40.66	1380	57.26	N.C.
1983	25.3	19.6	80.4	6.0	100.0	46.1	100.0	1.99	19.00	20.4	12	980	38.74	1380	54.55	N.C.
1982	30.3	16.5	83.5	4.8	100.0	98.1	100.0	1.99	19.00	20.4	12	850	28.05	1250	41.25	N.C.
1981	31.1	11.5	88.5	5.2	32.1	100.0	100.0	1.99	19.00	20.4	12	N.A.	N.A.	N.A.	N.A.	N.C.
LE LUNDI																
1985	93.4	11.6	88.4	13.5	100.0	100.0	100.0	1.69	60.00	31.7	52	1940	20.77	3045	32.60	N.C.
1984	99.1	12.9	87.1	12.0	100.0	100.0	100.0	1.50	66.66	14.5	52	1870	18.87	2495	25.18	N.C.
1983	117.4	9.4	90.6	12.9	100.0	100.0	100.0	1.50	66.66	16.2	53	1725	14.69	2300	19.59	N.C.
1982	116.7	5.7	94.3	7.4	100.0	100.0	65.5	1.29	55.55	17.2	52	1575	13.50	2100	17.99	N.C.
1981	104.9	8.2	91.8	7.7	100.0	100.0	66.0	1.25	49.40	24.0	52	1575	15.01	2100	20.02	N.C.
M*																
1985	62.7	33.8	66.2	20.0	100.0	100.0	100.0	2.25	19.00	29.6	12	1485	23.68	1980	31.58	N.C.
1984	66.4	38.4	61.6	22.4	100.0	100.0	100.0	2.00	19.00	20.8	12	1310	19.73	1750	26.36	N.C.
1983	58.4	26.7	73.3	17.2	100.0	100.0	100.0	2.00	19.00	20.8	12	1200	20.55	1600	27.40	N.C.
1982																
1981																
MARIE-PIER*																
1985	20.7	4.1	95.9	0.9	100.0	100.0	100.0	1.69	65.00	26.0	52	915	44.20	1220	58.94	N.C.
1984	27.1	5.0	95.0	0.8	100.0	100.0	100.0	1.50	68.00	12.8	52	940	34.69	1245	45.94	N.C.
1983	46.4	2.1	97.9	1.7	100.0	100.0	100.0	1.50	59.00	25.8	53	865	18.64	1150	24.78	N.C.
1982	40.9	1.0	99.0	0.2	100.0	100.0	100.0	1.25	55.00	15.4	52	1575	38.51	2100	51.34	N.C.
1981																

*See Special Notes - Pages 7 & 8

CANADIAN (FRENCH) FIVE YEAR TREND INDICES BY CLASSIFICATIONS

Almanacs & Directories

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	175.4	0.0	175.4	0.0
1984	161.8	0.0	161.8	0.0
1983	81.5	0.0	81.5	0.0
1982	80.3	0.0	80.3	0.0
1981	100.0	0.0	100.0	0.0

Boating & Yachting

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	0.0	0.0	0.0	0.0
1984	0.0	0.0	0.0	0.0
1983	0.0	0.0	0.0	0.0
1982	0.0	0.0	0.0	0.0
1981	0.0	0.0	0.0	0.0

Fishing & Hunting

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	177.7	240.0	98.9	228.8
1984	182.5	245.5	102.9	267.2
1983	203.6	291.8	92.0	275.2
1982	215.2	314.1	90.2	259.2
1981	100.0	100.0	100.0	100.0

Food & Beverage

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	88.7	840.0	64.0	400.0
1984	101.5	913.3	74.7	487.5
1983	99.6	613.3	82.6	445.8
1982	89.4	326.7	81.5	291.7
1981	100.0	100.0	100.0	100.0

General Interest

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	119.9	117.1	137.7	121.2
1984	113.3	111.5	124.8	112.2
1983	108.6	105.6	127.7	109.5
1982	102.3	99.9	117.1	98.3
1981	100.0	100.0	100.0	100.0

Health

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	66.6	154.8	47.4	86.7
1984	55.6	121.0	41.4	86.7
1983	59.7	79.0	55.4	63.9
1982	85.9	96.8	83.5	55.4
1981	100.0	100.0	100.0	100.0

Homes

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	111.0	100.7	118.6	83.8
1984	101.1	85.6	112.6	73.8
1983	113.8	78.1	140.1	67.9
1982	85.9	93.7	80.1	82.4
1981	100.0	100.0	100.0	100.0

Science & Technology

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	90.1	89.1	93.0	84.3
1984	89.6	92.7	80.7	94.5
1983	91.9	91.5	93.0	98.4
1982	95.0	98.2	86.0	97.6
1981	100.0	100.0	100.0	100.0

TV & Radio

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	89.9	377.2	80.3	509.3
1984	81.6	247.5	76.0	357.0
1983	85.2	121.8	84.0	259.3
1982	91.4	93.1	91.3	126.7
1981	100.0	100.0	100.0	100.0

Women's

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold
1985	185.9	145.5	246.1	146.9
1984	170.1	137.2	219.2	149.5
1983	139.0	111.1	180.7	128.3
1982	112.6	100.6	130.5	104.3
1981	100.0	100.0	100.0	100.0

See Page 40 for Listing of Publications by Classification

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Errata

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CORRECTION NOTICE

MAGAZINE TREND REPORT
1986 EDITION

Page 12 **FORTUNE** 1985

The 1985 figures for Fortune should be amended to read:

Year End. 12-31	Ave. Paid Circ.	% Sub.	% News-Stand	Total Subs. Sold	% By Mail-Dir.	% @ Basic Rates	% 1-3 Years	Sngl. Copy Price	1 Yr. Sub. Price	% Disc.	# of Issues	Adv. Rate B&W	Cost Per M	Adv. Rate 4 C	Cost Per M	Rate Base/Circ. Guar.
1985	728.9	95.7	4.3	783.7	81.3	62.8	47.6	3.50	42.00	55.5	27	25800	35.40	39470	54.15	715.0

When compiling the information for the 1986 Edition of the Magazine Trend Report, the **FORTUNE (North America)** figures were inadvertently used in place of the **FORTUNE (World Wide)** figures. The corrected figures are noted above.

It should also be noted that (Page 30) **Family Circle** and (Page 33) **Woman's Day** carry variable rate bases throughout a calendar year as well as seasonal advertising rates as published in SRDS. For more information, please refer to the Magazine Publisher's Statements covering calendar year 1985.

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